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American Perfumer

AND AROMATICS



COSMETICS
TOILETRIES
SOAP

•
PHARMACEUTICALS
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NOVEMBER 1956

THE MAGAZINE OF TASTE AND SCENT



Pollen in Cosmetics... Page 25 • Enzymes and Flavor... Page 41



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RESEARCH

Spiral Structure of Keratin Fibres *Dr. R. Heilingotter* 17
Significant data for makers of hair preparations
New Silicones for the Cosmetic Industry—III
C. C. Currie & R. G. Gergle 19
Glycol-siloxane copolymers of dimethylpolysiloxane

PRODUCTION

Pollen in Cosmetics *Maria Enrich* 25
Possible uses indicated by tests

SOAP SECTION

Patent Rights on Aerosol Shaving Creams 36
Industry vitally affected by Supreme Court decision

contents:

FLAVOR SECTION

Enzymes and Flavor *Morris B. Jacobs, Ph.D.* 11
Part played by enzymes in development of flavor in foods

MANAGEMENT

Third Society of Cosmetic Chemists Seminar 22
Abstracts of principal papers read and discussed

DEPARTMENTS

News	9, 47
Editorial	6
Desiderata	<i>Maison G. DeNavarre</i> 11
Questions and Answers	14
New Products and Ideas	30
Packaging and Promotion	32
"I Quiz"	<i>Dr. Irvin Blank</i> 34
Market Report	75
Index to Advertisers	78



COVER: Pretoria, Voortrekker Monument. Andries Pretorius, former figure Western Province, South Africa. Courtesy South Africa Tourist Corp.

VOL. 68, NO. 5

NOVEMBER 1956

American Perfumer AND AROMATICS

N.E.P.

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Cable Address: Robinpub, N. Y.
Volume 68, Number 5, (Copyright
1956, Moore Publishing
Co., Inc.)

PUBLISHED MONTHLY by Moore Publishing Company, Inc. Publication office: Emmett St., Bristol, Conn., U.S.A. Editorial and Executive Offices: 48 W. 38th St., New York 18, N.Y. J. H. Moore, Chairman of the Board; J. H. Moore, Jr., President; Lucian Neff, Vice President; E. C. Johnson, Vice President; G. R. Brennan, Secretary. Subscription Rates: U.S.A., \$4 one year; 50¢ per copy. Foreign, \$10 one year.

Entered as second class matter, January 12, 1950, at the Post Office at Bristol, Conn., under act of March 3, 1879. Moore Publishing Co., Inc., is publisher also of Advertising Agency Magazine, American Printer & Lithographer, Gas Age, Gas Appliance Merchandising, Industrial Gas, LP-Gas and Brown's Directory of American Gas Companies. Address all correspondence to editorial and executive offices.



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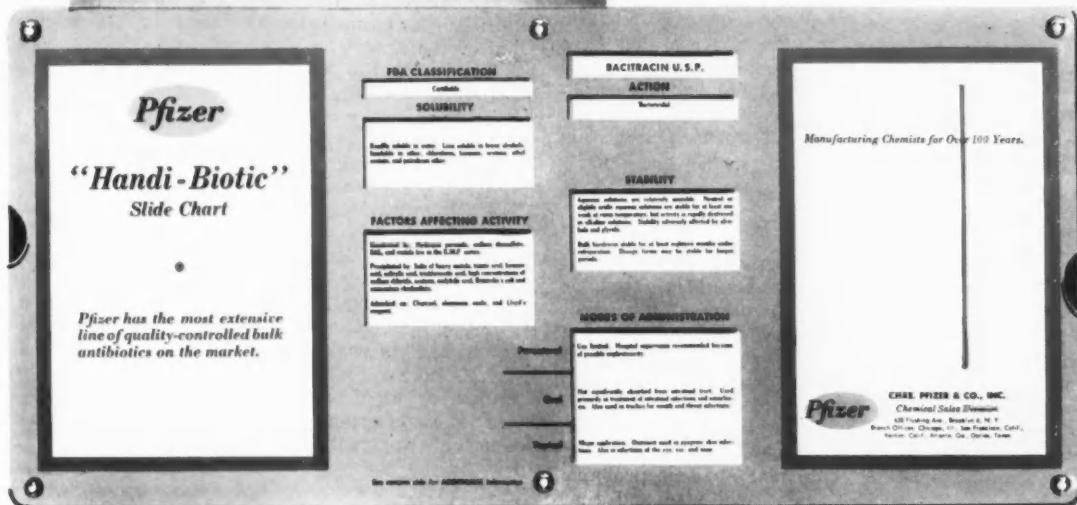
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Editorials . . .

Need for Maintaining Fair Trade Laws . . .

"Bargains have an understandable appeal to every American in his role of consumer," Nicholas Gesoalde, secretary of the New York State Pharmaceutical Association, points out. "But," he adds, "there could be bargains galore in consumer prices tomorrow if the laws which now protect labor and the farmer were repealed. The American in his role of citizen, however, recognizes that the farmer and labor are vital segments of our interdependent economy and that it would be no bargain to repeal these laws which help to safeguard the well being of the farmer and labor."

There is an important difference between fair trade and other forms of resale price maintenance. Under fair trade no product can be fair traded unless it is in free and open competition with articles of similar class produced by others. Other forms of resale price maintenance make no such requirement for competition. Fair trade fosters the competition offered by small business while it safeguards the manufacturer against the necessity of having to compete with himself, which happens when retailers carry on price wars on his trade marked products.

Even assuming that fair trade laws are repealed there is no doubt that resale price maintenance will be carried on by other legal methods. Most people probably are in accord that the competition and contribution of small business is highly desirable. If it is then effective fair trade laws are needed to preserve it.

Is an F.O.B. Delivery Price Coming? . . .

A serious problem is posed for manufacturers in the allied trades by the continuing increases in freight rates. Despite the 6% across the board increase in freight rates granted by the Interstate Commerce Commission March 7, in August both the eastern and the western railroads held conferences to petition the Interstate Commerce Commission for permission to increase present freight rates 15%. The railroads contend that present freight rates are still insufficient to maintain them in a sound financial condition. As it is probable that prices of railroad equipment will rise and that there will be wage increases, the situation is coming to a point that manufacturers will simply have to go on an f.o.b. delivery price. That would make it necessary for customers to assume all future freight costs.

The Perfumer: No Longer the Forgotten Man . . .

Perhaps the American Society of Perfumers is primarily responsible for the increasing respect and recognition of the part played by the "forgotten man," the perfumer, in the development of the industry. Too often in the past his work has been overlooked—yet every outstanding odor that has proved its worth over the years was created by him.

The perfumer's patient search, often with limited means, to find new and better ways of making more telling products, it is now generally recognized, has done

much to advance the science and art of perfumery. It was the perfumer for Roger & Gallet who, years ago, first explored and then employed ionones which meant much to that fine old house. It was the perfumer for L. T. Piver & Cie. who first discovered the uses of amyl salicylate. In the United States Frank J. M. Miles is generally credited with being the first to use hydroxycitronellal and also methyl phenyl acetate, which probably helped the old Melba Co. skyrocket from an annual business of \$90,000 to one fifty-five times that amount.

There are countless instances where the skill of the perfumer in creating an odor, in discovering or in adapting some new component or in solving some problem involving fragrance has brought rich rewards to the company with which he was associated. Looking at it from this standpoint the work of a skilled perfumer is one of the strongest girders in supporting a successful fragrance business.

Ten Commandments for Management . . .

The ten most important commandments for management—for people who are engaged in leadership responsibilities—as enumerated by Lawrence A. Appley, president of the American Management Association, are:

1. Identify the people of an organization as its greatest asset.
2. Approach each task in an organized, conscious manner so that the outcome will not be left to chance.
3. Establish definite long and short range objectives to insure greater accomplishment.
4. Make profit in order to continue rendering service.
5. Secure full attainment of objectives through general understanding and acceptance of them by others.
6. Keep individual members of the team well adjusted by seeing that each one knows what his authority is and what his work relationships with others should be.
7. Concentrate on individual improvement through regular review of performance and potential.
8. Provide opportunity for assistance and guidance in self development as a fundamental of institutional growth.
9. Maintain adequate and timely incentives and rewards for increase in human effort.
10. Supply work satisfactions for those who perform the work and those who are served by it.

It is interesting to note that all but two of the foregoing commandments directly involve human beings. It never fails. Whenever people get together to talk about leadership, to review their most serious problems and their most successful attainments, they spend most of their time talking about people and human relationships. Many jobs are completed successfully even though they are done in a haphazard, hit or miss, rule of thumb manner. But no job is done as well as it could have been if a little more conscious effort and order had been introduced into the approach. While many executives make progress without knowing exactly where they are going, there is no manager who would not make much more progress if his objectives were long range and specific.

Scraping bottom for design ideas?



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MINUTE NEWS . . .

"In Store" TV Promotion Charges Settled by Cosmetic Concerns

The first major assault on cooperative practices in the television industry, which was launched by the Federal Trade Commission last March against Bymart-Tintair, Johnson & Johnson, Anahist Co. and Serutan Co., has resulted in consent decrees by Bymart-Tintair and Johnson & Johnson by which they agree not to buy time on television shows sponsored by United Whelan stores without making similar offers to other television sponsors. The Commission charged that 57 suppliers entered into contracts paying for the right to participate in Whelan's "Playhouse," "Film Playhouse" and "Cavalcade of Stars." Only four of the suppliers were attacked. Last July the Commission filed complaints against nine large national advertisers who participated in "in store" promotion deals promoted by radio and television stations and networks. Under these plans suppliers who buy time on stations and networks get store displays in big chain outlets as a bonus. The chains are given free radio or television time for making display space available to the broadcaster's customers. The FTC contends that the networks and stations have become third party intermediaries by enabling suppliers to channel discriminatory promotion allowances and benefits to favored customers without making similar benefits available to others.

Cosmetic Highway Signs Do Not Cause Automobile Accidents

Highway signs such as those used by Burma Shave and other cosmetic and soap products do not cause automobile accidents but actually serve to make drivers more alert and hence make the highways safer according to intensive studies by the Eno Foundation for Highway Traffic Control. Dr. A. R. Lauer of Iowa State College directed the research. A similar study by the University of Michigan showed that there is a slightly beneficial relationship between safe driving and the presence of highway signs. "An alert driver" the researchers point out, "is more likely to stay out of trouble than when he is drowsy or bored."

Lenthéric, Old Perfume House, Sold to Helene Curtis Industries

There will be no changes in personnel or management as a result of the sale of the Lenthéric Division of the Olin Mathieson Chemical Co. to Helene Curtis Industries of Chicago for a reported price of five million dollars, according to an announcement by the parent company. Helene Curtis Industries, which manufactures hair preparations on a large scale, acquired "42" Products Ltd. of Los Angeles which manufactures Kings Men toiletries early this year. Later Jules Montenier Inc., manufacturers of Stoppette deodorant, was purchased. Sales of Helene Curtis Industries are estimated to be \$35,000,000 annually.

Lenthéric, a subsidiary of E. R. Squibb & Sons which in turn was a subsidiary of Olin Mathieson Chemical Co., has had a hectic career. It was primarily a perfume house, born in Europe. For years its products were marketed as a high quality line and later it went after the mass market. It was then that it switched from direct selling to retailers to wholesalers. About two years ago Lenthéric entered the hair spray market with a plastic coated bottle and the product perfumed with Tweed. The spray made inroads into the market formerly dominated by Curtis. According to Olin Mathieson officials, the sale of Lenthéric was made to simplify its activities in accordance with its policy of concentrating in its major fields of activity.

One of Colgate's Olympic Fund Collection Boxes in a Jail

Colgate-Palmolive Co. (Australia) Pty., Ltd. is duplicating the plan of its American parent in conducting a nation wide campaign to raise funds for the Australian olympic team. The company will donate two pence for each wrapper or carton top of any Colgate cosmetic or soap returned to it. In addition prizes including an automobile, trips to Europe, watches, etc., are offered. Collection boxes for the cartons and wrappers are in grocery stores, taverns and even in the Bathurst jail.

Medical Assn. Drafting Model Law on Labeling Harmful Chemicals

The first step towards protecting the public from potentially dangerous household and commercial chemicals has been taken by the directors of the American Medical Assn. Its toxicology committee has been authorized to draft a model law on labeling many possible harmful chemicals for which there are no regulations at present.

Information Exchange Plan Offered to European Chemists by S. C. C.

The Society of Cosmetic Chemists, through its founder, Maison G. deNavarre representing the United States group, has been holding a series of meetings in Europe for an international exchange of technical information. To cosmetic groups in France and Denmark Mr. deNavarre offered a plan for widened distribution of scientific papers. The S. C. C. under the plan suggested would supply a limited number of copies of the Journal of the Society of Cosmetic Chemists and in return the foreign group would send abstracts of all scientific papers presented at its meetings. The American organization would have the option of requesting a complete translation of any of the foregoing papers for publication in the Journal of which Mr. deNavarre is editor.

Discussions were also held with the Society of Cosmetic Chemists of Great Britain. Mr. deNavarre reported to the Council, the executive board of the British S. C. C., on the successful cooperative distribution of publications by the American and British Societies. Groundwork for the discussions in France and Denmark was set by Robert A. Kramer, secretary of the S. C. C., who met with cosmetic scientists from France, Germany, Switzerland, Belgium and Denmark earlier this year. He found a strong need among the chemists abroad to exchange knowledge of technical developments in the cosmetic field.

Gas Association Joins Colgate

Colgate-Palmolive Co. is about to make an agreement with the American Gas Assn. for a promotion of "Colgate's gas 'dream laundry' contest that will be the largest in the history of the gas industry." It will run from February through April. The contest will award prizes and complete gas home laundries. Colgate reportedly will spend around \$750,000 to advertise the contest backed by considerable local promotion placed by members of the American Gas Assn.

Packaging is Now a Science Cartwright Tells Chemists

Packaging is a science which has great possibilities for reducing manufacturing costs and increasing sales and profits, according to Leonard C. Cartwright of Foster D. Snell Inc. In an address at the annual meeting of the Assn. of Consulting Chemists and Chemical Engineers he pointed out that realization of these advantages can only be attained through the experience of experts. Packaging labor he pointed out constitutes about 90% of direct labor costs in the chemical industry; 75% in the food industry and 50% in many mechanical-electrical industries. Still comparatively little effort is employed to mechanize and automate packaging procedures. A total of 34 million women who should wear glasses don't wear them. This has not been considered in many package designs which carry trade names and sales messages in small type. Packaging can revolutionize any industry—freon and a valve sells shaving cream, a chipboard container sells coca cola, and a disposable paper container sells milk.

Remington Rand Reports Sales of 2.7 Million Electric Shavers

Remington Rand Co. reports that since it has been making electric shavers it has sold 17 million of them in world markets. Last year it reports sales of 1,700,000 in the United States. It has been selling its shavers overseas since 1937.

Plough, Inc. [Absorbs] Olive Tablet Co. Plough, Inc., Memphis, Tenn., has acquired the Olive Tablets, by an exchange of stock, and will consolidate into the Plough Company. The Plough Company is a division of the American Cyanamid Company, and is engaged in the manufacture of pharmaceuticals. The Plough Company has a plant in Memphis, Tenn., and is engaged in the manufacture of pharmaceuticals. The Plough Company has a plant in Memphis, Tenn., and is engaged in the manufacture of pharmaceuticals.

One of Colgate's Olympic Fund
Collection Boxes in a
ucturers of the Black & White line
Tablet Co., producers of Dr. Ed-
e of stock. Its operations will be
ization. Early this year Plough
e E. W. Rose Co.

DESIDERATA

Maison G. deNavarre, F.A.I.C.



Turtle Oil

Old horses like old generals just will not die. Now it is turtle oil, pretty well buried for almost 20 years, being touted by both French and Germans as an astringent oil, vitamin and hormone vehicle and ingredient without equal. Maybe it is. Seemed like it once. But vitamin assays on it showed nothing exciting and the oil itself is a comparatively unsaturated animal oil with "characteristic odor." That presents problems.

But maybe we went past it too fast. A learned French contemporary wrote me recently that "toutes les cosmetiques Americaines sont passées." He had particular reference to our wide use of mineral oil and petroleum which he claimed was bad for the skin. Maybe he is right, though I find it hard to believe.

There will be, however, a trend to other natural fats, now that rancidity can be controlled better, in my opinion. But it will be a slow change. Refined whale oil, acetylated fats and oils, partially hydrogenated fats, all offer interesting possibilities. Babayan's paper given before the Cosmetic Chemists Society last December pointed a way in this direction.

Cancer Scare in "Time"

A short story on the report of the International Union Against Cancer meeting which was held in Rome recently and appearing in "Time" magazine (Aug. 27) has certainly

made a lot of people wince, question, get excited and even get scared. The statement reads; "Beta-naphthylamine used as a dye fixative in many lipsticks . . ."

Actually, beta-naphthylamine is used as a starting material in the synthesis of some certified dyes such as FD&C Yellow No. 3 and No. 4. Here, however, it is coupled with other materials and ostensibly the beta-naphthylamine that is left over is completely removed.

Beta-naphthylamine is not a starting point for a dye fixative in lipsticks, is not used in the synthesis of so-called bromo acids, and as nearly as I can tell, lakes used in lipsticks are not made from the colors mentioned above.

It is understood that Mr. Mayham, Executive Secretary of the Toilet Goods Association, has filed a protest with the magazine and certainly he was justified in doing so.

Unfortunately, stories such as this get through and scare a great many people into thinking that cosmetics are dangerous, so that when Congressional Committees start agitating for additional legislation, people tend to feel that perhaps Congress is right. (Sept. 17, "Time" admits it erred. But will people read this?)

Dermatitis From Cosmetics

It was interesting to read a short article which appeared in the BRITISH MEDICAL JOURNAL for July 28, 1956, over the signature of Dr. C. D. Calnan of London, who discussed

"Dermatitis Resulting from the Use of Cosmetics." The dermatitis is attributed to an allergic mechanism, and the cause of such dermatitis in a series of 158 cases is broken down into the following: lipsticks—70 cases; nail varnish—34 cases; face cream—7 cases; face powder—12 cases; foundation cream—5 cases; rouge—2 cases; cologne—11 cases.

The usual lipstick manifestation was a cheilitis although quite often the angles of the mouth were spared. The offending color was an eosin derivative.

The nail varnish produced its dermatitis, as would be expected, not around the fingernails but on those places on the face and neck where one tends to put ones fingers quite often.

The face powder produced its dermatitis on the whole face but mostly on the cheeks. The speaker rather felt that the dermatitis was not due to the perfume but to the coloring. He also felt that patch tests were not reliable and that actual usage tests were better.

It is good to see such work coming from England on the general subject that is so close to all of our hearts, and in it we may all gather some idea of the prevalence of cases of dermatitis resulting from cosmetics as they may occur in this country.

Notes

It is reassuring to read in the "Quarterly Bulletin of the Association of Food and Drug Officials" for April, 1956, that the brominated



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olive oils used in carbonated beverages (lemon, orange and lime in particular) and in the amounts employed, do not "constitute a public health hazard." . . . As a nation, it seems the Yank is slowly going crazy—with the result that all neurologists, psychiatrists and others foresee a great future in ataractic (tranquillizing) drugs—doctors will be prescribing them as freely as antibiotics, sulfonamides, cortical steroids and the host of miracle drugs—reserpine, miltown and chlorpromazine will be words known to all kids—can't you see the headlines on a new cosmetic of the future, "You don't have to be crazy to use XLOB Night Cream, but if you are, it will help *you* more"; or something like this, "XLOB ATARACTIC Night Cream," or better still, "XLOB Night Cream now contains that peaceful sleep-giving tranquilizer reserpine," and *ad infinitum*. . . .

T. G. A. Scientific Program

The Scientific Section of the T. G. A. at its December 12 meeting in the Waldorf Astoria, New York, will present this program:

Zirconium Oxychloride—A New Ingredient for Antiperspirants by E. G. Helton, A. B.; E. W. Daley, M. S.; and J. C. Ervin, Ch. E., Procter & Gamble Co.

A Method for Determining the Waving Efficiency of Cold Permanent Wave Lotions by Donald H. Kirby, John H. Breck, Inc.

Dermatological Evaluation of Perfumes of Low Sensitizing Index by Raymond A. Osborn, M. D., Georgetown University Medical Center; Thomas W. Tusing, M. D., Hazelton Laboratories; Francis P. Coombs, M. D. and Edward P. Morrish, M. S., Firmenich & Co.

A Discussion of the Functions of a Cosmetic Research Dept. by Joseph Kalish, Ph. D., Technical Editor, Drug & Cosmetic Industry.

Dispersion of Pigments in Lipstick by Mary Jacovics, Avon Products of Canada, Ltd.

Gas Chromatography—Some Applications in the Cosmetic Industry by Nathaniel Brenner, Perkin-Elmer Corp.

The papers will be presented in the order listed until adjournment for lunch and will be resumed immediately after lunch. The semi-annual meeting of the Section in December has been growing more popular over the years and a large attendance is expected to hear the foregoing papers and discuss them.

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... or conversely, to  mask an odor

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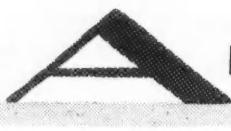
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QUESTIONS &



ANSWERS

1212: LIQUID HAIR DRESSING

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A. PVP and PVP/VA copolymer are used in the aerosol-type hair spray rather widely, we understand. We suggest you write to the General Aniline and Film Corp. for complete data on the use of this material in such a product as you have in mind. Remember that PVP is hygroscopic, that is, it wets back and some people seem to think it is sticky on prolonged use.

1213: SILICONE PUBLICATIONS

Q. I take the liberty of asking you how I can get a list of recent publications on silicone and zirconium in cosmetics and dermatology. Only American publications are of interest. Thank you. H.H., Portugal.

A. We suggest that you write to the Titanium Alloy Manufacturing Division of the National Lead Co., for information on their zirconium compounds and reprints of any articles they may have on the subject. Also contact Titanium Zirconium Co., Inc. They would give you as complete a story on the subject as there is at this writing. As for silicones, we suggest you contact the Dow Corning Corp. for any reprints they have on this subject. The same applies to the General Electric Co., Silicone Division, Mechanicville Road, Waterford, N. Y. Their literature gives you all the recent references on the general subject. To make a search of these articles for you would require considerable effort, which as you know, we are not in a position to do at the AMERICAN PERFUMER. One final suggestion is to look up the subject in "Chemical Abstracts" so that you can have all the latest data.

1214: MENTHYL SALICYLATE PATENTS

Q. In a recent article on the American contribution to cosmetology in "Industries de la Parfumerie," patents on menthyl salicylate are mentioned as harmful ray blocking agents. I suppose that homo menthyl salicylate used in Coppertone falls in the same patent. Could you give me the numbers of the patents involved, including homo menthyl salicylate, if it is from another patent? M.J., Canada.

A. We suggest you write to the R. W. Greeff and Co., Inc., who can give you the exact patent numbers covering the use of menthyl and homo menthyl salicylates in suntan preparations. Our records show the patent numbers to be U. S. 2,041,874 and U. S. 2,369,084. These patents are owned by the manufacturer of the chemical and as long as you buy the material from them, you can probably do so under special license that will involve little or no charge.

1215: TETRAHYDROFURFURYL ACETATE

Q. We are constant readers of your periodical and noticed with pleasure the Fishback articles about lipstick with tetrahydrofurfuryl acetate. As we did not find any further explanations about this matter, we take the liberty to ask you the favor to let us know your experiences and detailed prescriptions concerning tetrahydrofurfuryl acetate. I.B.L., Hungary.

A. The only thing we can tell you is that some people think that the material tends to evaporate, and therefore, results in a hardened stick. A solution of bromo acid in tetrahydrofurfuryl alcohol was offered to the trade under the name of "Bromosol" by Givaudan-Delawanna, Inc. The use of tetrahydrofurfuryl acetate is covered by a British patent which has also been granted in a number of other countries of the world. If you care to learn something more about this we suggest you write to Croda, Limited, Snaith Goole, Yorks, England, who manufacture this material under license.

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Spiral STRUCTURE OF KERATIN Fibres

DR. R. HEILINGOTTER*

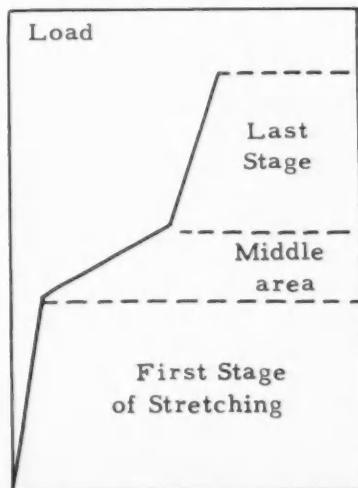
IT HAS been believed until now that the polypeptide chains of alpha-keratin are according to the theory of Astbury and Woods¹ folded in a characteristic manner; or according to Nowotny, Zahn, and co-workers² arranged in zig-zag formation. Reports of research by Pauling³ and his co-workers, however, refer to a spiral configuration of the polypeptide chains in keratin; and recently F. Hirsch⁴ has found independently, by torsional tests, that keratin—especially the keratin of human hair—must be spirally constructed.

Hirsch has stated that a freely movable single human hair, fixed at one end and with weights attached to the other end, will not only stretch in the well-known manner, but will also begin to turn automatically, and that this turning movement becomes greater as the load is increased. In a graph plotted to show the load and the turning movement as observed in circular measurement of angles, the curve for load and amount of turning is seen to be in three stages, quite similar to the familiar curve for load and amount of stretching (Fig. 1). This statement seemed so remarkable that it was decided to investigate it.

For this purpose, a single human hair, 70-90 microns in diameter was suspended from a binding screw, and on the other end, at a distance of 10 cm., a scale pan and pointer were attached in such a way that the pointer could move freely in a horizontal plane over a square plot graduated in 360°. This scale was on a horizontal plate which could move up and down according to the stretching of the hair during the test. The suspended hair was protected from currents of air and effects of

respiration by a cylinder of light transparent plastic. As the scale pan and pointer attached to the free end of the hair weighed only about 18 gm. the first reading taken with this initial load was still so small that the amount of stretching of the hair was within the range customary under Hooke's Law. So small a load has little effect either in the stretching or the turning of the hair.

Because the apparatus was so sensitive, the freely



Torsion in Circular Measure of Angles

Figure 1.—Load-torsion relationship after Hirsch.

*Chief chemist, Research Laboratories, Indola, N.V., The Hague, Holland.

movable pointer was readily affected by a slight turning movement. By changing the weights and by careful manipulation the pointer could be made to move in one direction to a stopping point, and then in the other direction to a stopping point, and over a range of at least 180° . The average of the turnings gives the initial position of the pointer.

When the pan was loaded with small weights only a slight turning movement could be observed. The load was increased five grams at a time and the slight turning, as first observed, was toward the left. As the middle stage in the stretching was reached, the amount of turning became greater and greater. The rotation was more and more toward the left and finally became constant. By further increasing the load so that the third stage of stretching was reached, the rotating effect became progressively less and less until the hair finally broke.

The observed angles of rotation, multiplied by 3.14 and divided by 180 (or divided by 100 and multiplied by 1.74) and thus converted into the circular measurement of an angle, can be plotted in a graph for load and rotation which shows a curve that resembles in all respects the well known curve for load and stretching. (The term *torsion* is used here not in its ordinary meaning, but to designate only the effect of rotation on keratin fibres, especially those of the human hair used in the experiment described.)

The effect of torsion depends not only on the amount of the load but also on the diameter of the hair, the length of hair used, and the humidity of the atmosphere. Under the conditions of these experiments, that is

Diameter of hair $70-90\mu$
Length of hair 10 cm

Humidity 70%

the results were as follows (Fig. 2):

Experiment	Load (gm)	Torsion	
		Degrees	Circular Measure
1	18	0	0
	38	50	0.87
	68	125	2.17
	78	135	2.35
	rupture		
2	18	0	0
	38	5	0.09
	68	126	2.19
	88	134	2.33
	rupture		
3	18	0	0
	38	21	0.37
	48	40	0.7
	58	123	2.14
	rupture		
4	18	0	0
	68	37	0.64
	88	100	1.74
	98	115	2.0
	rupture		

The divergence of the curves, as seen in Fig. 2, is due to differences in the diameter of the single hairs used. It is of little importance because the object of the investigation described here was only to check the statements made by Hirsch.

If a steel catch spring is suspended in the same apparatus and loaded in the same manner, an increase in the load causes a similar rotating effect, but to a smaller extent. With a right-turning spring, the rotation observed is toward the right. The human hairs measured showed rotation toward the left; therefore there must

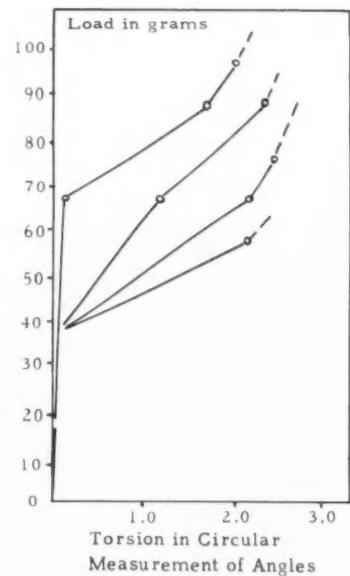


Figure 2.—Effects of torsion and stretching in human hair.

be a twisting in the hair fibres which causes the left-turning effect. As the hair fibrils are placed parallel to the axis of the hair and are drawn longitudinally when stretched, it must be assumed that the keratin molecules are not only in a folded or zig-zag configuration but also in a spiral arrangement, and that the rotating effect, first reported by Hirsch, must be because this spiral tendency in the molecules is toward the left.

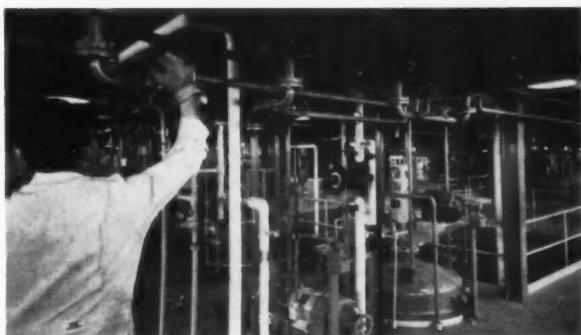
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"I left my lipstick in the cabin."

NEW SILICONES



The complexity of silicones is reflected to some extent by the maze of pipe and tanks employed at the finishing stage of their manufacture.

for the Cosmetic Industry

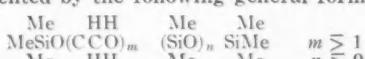


C. C. CURRIE* and R. C. GERGLE*

Part III Glycol-Siloxane Copolymers of Dimethylpolysiloxane

THE third class of materials is acid-free reaction products of ethylene or polyethylene glycol with dimethylpolysiloxane. The glycol-siloxane copolymers

are represented by the following general formula:



It is unlikely that either the ethylene glycol or its polymers are terminated directly by a trimethylsilyl group as portrayed in the general formula above. Instead, we

*Product Engineering Laboratories, Dow Corning Corp., Midland, Mich. Paper presented before the Society of Cosmetic Chemists, December 15, 1955. Reprinted from the Journal of the Society of Cosmetic Chemists, Vol. VII, No. 3, May, 1956.

Glycol	Me ₂ SiO Content	Color	Freezing Point	Refractive Index, at 25°C	Specific Gravity, 25°C/25°C	Surface Tension, dyne/cm	Viscosity, cs at 25°C
Polyethylene Glycol 400	low	water white	4°C	1.4620	1.112	27.6	97.9
	medium	water white	-2°C	1.4552	1.100	24.6	141.3
	high	water white	-3°C	1.4367	1.053	24.6	445.0
Ethylene Glycol	medium	water white	-	1.4287	-	-	13.8
	high	water white	-	1.4300	-	-	13.3

Table 6—Typical properties of glycol-siloxane copolymers.

believe that the ethylene oxide is likely to be bonded to dimethylpolysiloxane units which are, in turn, ended with the trimethylsilyl groups.

These polymers are similar to the previously described

alcohol-ended dimethylsiloxanes in that the bonding between the silicone and non-silicone portion of the molecule is through the carbon-oxygen-silicon linkage. Therefore, under proper conditions, these materials can

Me ₂ SiO Content	Ethylene glycol		Polyethylene glycol 400			Dow Corning	
	Med.	Hi	Low	Med.	Hi	555 Fluid	200 Fluid 350 cs
Beeswax	C	C	i	i	i	C	i
Lanolin	C	C	C	C	C	C	i
Mineral oil	i	i	i	i	i	C	i
Petrolatum	i	i	C	C	C	C	i
Paraffin	i	i	C	i	i	C	i
Quakerite	i	i	C	C	C	C	i
Sesame oil	i	i	i	i	i	C	i

Table 7—Comparison of compatibility of glycol-siloxane copolymers and 200 and 555 fluids with various materials.*

Me ₂ SiO Content	Ethylene glycol		Polyethylene glycol 400			Dow Corning	
	Med.	Hi	Low	Med.	Hi	555 Fluid	200 Fluid 350 cs
Water	i	i	i	i	i	i	i
70% Isopropanol	C	C	C	C	C	i	i
95% Ethanol	C	C	C	C	C	C	i
99% Isopropanol	C	C	C	C	C	C	i
Ethylene glycol	C	C	C	i	i	i	i
Propylene glycol	C	C	C	C	i	i	i
Glycerine	i	i	C	C	i	i	i

Table 7a—Comparison of compatibility of glycol-siloxane copolymers and 200 and 555 fluids with various materials.*

Me ₂ SiO Content	Ethylene glycol		Polyethylene glycol 400			Dow Corning	
	Med.	Hi	Low	Med.	Hi	555 Fluid	200 Fluid 350 cs
Stearyl alcohol	C	C	C	C	C	C	i
Isopropyl myristate	C	C	i	i	C	C	C
Glyceryl monostearate	C	C	C	C	C	C	i
Diglycol stearate	C	C	C	C	C	C	i
Oleic acid	C	C	C	C	C	C	i
Stearic acid	C	C	C	C	C	C	i
200 Fluid, 100 cs	i	i	i	i	i	C	C
555 Fluid	i	i	i	i	C	C	i

Table 7b—Comparison of compatibility of glycol-siloxane copolymers and 200 and 555 fluids with various materials.*

*Tested at room temperature as a mix made up of one part silicone to ten parts material listed. C—compatible; i—incompatible.

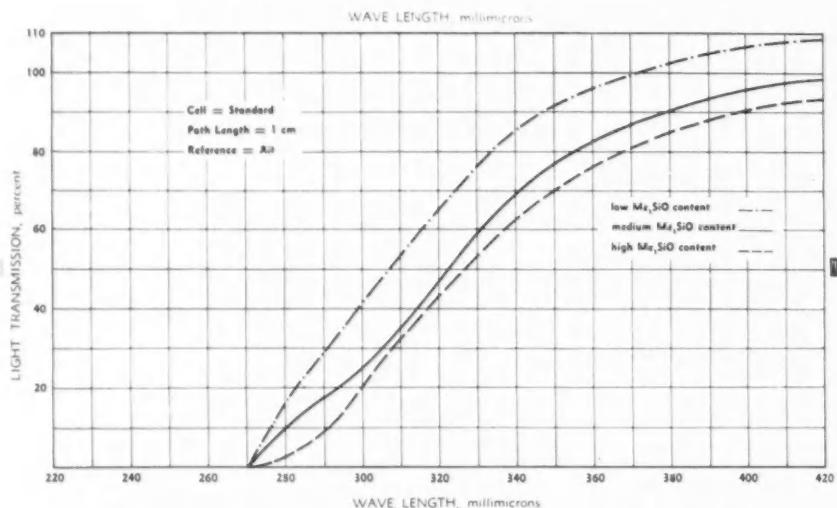


Figure 5—Light transmission of polyethylene glycol-siloxane copolymers.

be hydrolyzed to yield either ethylene or polyethylene glycol and dimethylsiloxane polymer. They differ from the fatty alcohol ended fluids and waxes in that the ethylene or polyethylene oxide are within the poly-siloxane chain rather than at the ends. An interesting conjecture arises here. One of these materials might be applied to a moist surface so that it would slowly hydrolyze. This would yield an incompatible, highly water repellent fluid which might afford better protection.

Ethylene and polyethylene glycol copolymers have been prepared at various dimethylsiloxane concentrations. These copolymers were prepared so that the ratio of dimethylsiloxane to glycol varied from a low to a high value. In some cases ethylene glycol was used as the substituent, while in other polymers, a polyethylene glycol of about 10 ethylene oxide units was substituted.

A summary of the typical properties of these copolymers is presented in Table 6. In general, the glycol-siloxane copolymers are clear, water-white liquids with a slightly oily feel. The polyethylene glycol copolymers increase in viscosity as the dimethylsiloxane content increases, while the ethylene glycol derivatives remain relatively constant. The refractive index of these copolymers lies in an intermediate position between that of the pure glycol and the dimethylsiloxane fluids. These copolymers have low surface tensions and spread rather easily.

The compatibilities of the glycol-siloxane copolymers are markedly different from what is normally expected of silicones. Table 7 portrays these data. The polyethylene glycol derivatives are generally compatible with 70 per cent and 90 per cent isopropanol; 95 per cent ethanol, stearyl alcohol, esters and fatty acids. On the other hand, they are generally incompatible with beeswax, mineral oil, vegetable oil and water. As the copolymers become more silicone in character, compatibility with isopropyl myristate improves, while compatibility with paraffin, ethylene glycol, propylene glycol and glycerine is impaired.

The ethylene glycol copolymers are similar to the polyethylene glycol copolymers in solubility. However, in contrast to the polyethylene glycol copolymers, the ethylene glycol copolymers are generally compatible with isopropyl myristate and animal fats and waxes, but are incompatible with the hydrocarbon oils and waxes.

Light transmission data are presented in Fig. 5 for

the polyethylene glycol-siloxane copolymers. The absorption characteristics of these copolymers improve slightly as the siloxane portion of the copolymer increases.

The glycol-siloxane copolymers may find application where limited silicone characteristics are desired, but where alcohol solubility and ease of removal are prime requisites.

Summary

A few of the many types of silicones we have synthesized in our research laboratories have been presented. These materials are, for the most part, available only in research quantities.

You have seen that a copolymer of an organo-silicone with organic substituents can be made to possess a host of unusual properties. This is accomplished, however, at some sacrifice to the properties normally associated with silicones. In other words, as the organic portion of the molecule is increased the effect of the siloxane group is diluted; so that the molecule approaches the characteristics of the organic substituent.

The three types of organo-silicones which have been described in terms of their chemical reactivity and physical properties are:

1. Salicyloxymethyl dimethylsilyl end-blocked fluids
2. Fatty alcohol esters of dimethylpolysiloxane
3. Glycol esters of dimethylpolysiloxane

All of these materials are more compatible in conventional cosmetic ingredients than the dimethylpolysiloxane fluids. The salicylate end-blocked fluids may find use as a water repellent sunscreen material in suntan lotions. The wax-like fatty alcohol esters may be useful in solid preparations such as lipstick and lip pomade. The glycol-siloxane esters, because of their unusual solubility characteristics, may be useful where their hydrolytic instability can be used advantageously.

Each of these new silicones is capable of being modified in a variety of ways. Furthermore, it is possible to add still other groups to the siloxane molecule. Thus, the number of silicones potentially available is great. The actual number used, however, is limited only by the ingenuity of the silicone chemist in synthesis and the ability of the cosmetic chemist to define the characteristics he desires.

Experts from abroad and



Seminar Chairman Gabriel Barnett with a group of panelists. Leading authorities on cosmetic science composed three panels on the subjects of biochemistry of epidermal keratinization, viscosity in cosmetics, and modern emulsification techniques.

THE VALUE and the importance of the Society of Cosmetic Chemists to the development of the cosmetic industry along sound scientific lines on which economic progress is based were strikingly emphasized by the fact that scientists from Germany, from England, from Canada and from 18 states in this country, from California and Florida to New York and the Canadian border, took advantage of the opportunity to attend the third annual seminar of the Society October 4 and 5.

The demand for tickets from members was so urgent that it was necessary to transfer the meetings from the Academy of Sciences to the Barbizon-Plaza Hotel where every available seat in its spacious theatre was taken. More would have attended if it had been possible to accommodate them, but weeks in advance a limitation

had to be set on the number who could be admitted.

Gabriel Barnett, chairman of the Seminar, and Dr. Joseph Kalish arranged a program of outstanding papers by experts on subjects of timely and pertinent interest. These were frankly and freely discussed in a telling way by the chemists in the audience with the definite understanding that their remarks would not be published. As reported in the October issue the seminar was divided into three sessions. The first was on the "Biochemistry of Epidermal Keratinization"; the second on the "Theory and Application of Viscosity in Cosmetics"; and the third was devoted to "Modern Emulsion Techniques." Luncheons were held as in the past in the Academy of Sciences and as in the past trips were provided for those who wished to inspect the plants of any



Dr. Walter Taylor, Treasurer, R. T. Dobson, President of the S. C. C. of Great Britain, Gabriel Barnett, chairman of the Seminar, President George Kolar and President-Elect Sabbat J. Strianese all confer.



Christian Wight, president of the American Society of Perfumers, is congratulated by Dr. Robert Marriott, former president of the S. C. C. of Great Britain. Dr. Oliver Marion, A. S. P. secretary, approves.

from many states attend

3rd S. C. C. Seminar

The value and importance of the
Society of Cosmetic Chemists
are emphasized at October meeting

of the following companies: Mennen Co., Shulton Inc., Bristol-Myers Co. and Helena Rubinstein Inc. Snapshots taken during the seminar and abstracts of some of the papers follow.

A New Method for Measuring the Hardness of Keratin

DR. PECK presented two experimental instruments for measuring the skin softening effect of cosmetic and dermatological preparations—one, a Durometer, for laboratory studies on callus tissue, and the other, a Tonometer, for clinical use.

He described his laboratory experiments to illustrate the use of the Durometer. These involved placing samples of desiccated callus tissue (keratin) in several common emollients and humectants, including a de-waxed, fat soluble lanolin fraction, both in the presence and absence of water. He then measured the degree of softening on the Durometer dial.

Peck's experiments confirmed the findings of Blank, and others, that the softness of keratin depends on its water content. He pointed out that, in dermatological formulations, the so-called emollients might have to be evaluated in their capacity as water carriers instead of skin softeners themselves.

While Dr. Peck did not attempt to compare the relative water carrying or the skin softening merits of the



Dr. Sol Gershon, former President of the S. C. C., Miss Sophie Plechner, Maison G. deNavarre, Founder and First President of the S. C. C., and energetic Secretary of the S. C. C. Robert Kramer, have a chat.



At luncheon were Miss Hazel Bishop, Dr. Joseph Kalish, Dr. Emil Klarman, President Chemical Specialties Manufacturers Assn. and former Society president and medalist, S. R. Ross, E. Silkin, E. P. Morris.



Dr. Amos Light, authority on peripheral circulation and an engaging speaker and Pierre Boullette, vice president of the American Society of Perfumers, are amused at the view—possibly outside the window.



Dr. Kenneth Russell, former President of the S. C. C., Miss Veronica Conley, secretary of the Committee on Cosmetics of the American Medical Assn., and James E. Ervin discuss a technical paper together.

many emollients, his work indicated an approach to the problem. In the case of one emollient tested, the de-waxed, fat soluble lanolin fraction, his tests showed a distinctive difference, in that it had the distinctive ability to moisturize and soften the keratin when emulsified with a small amount of water. The commonly used cosmetic ingredients, lanolin and glycerin, on the other hand, did not show this ability.

Describing the second instrument, the Tonometer, Dr. Peck explained, through experiments, its possible use in measuring the elasticity or tone of skin in humans. He has been able to correlate Tonometer readings, before and after the application of hormone creams by humans, and the results of intra-dermal saline tests and histological examinations of the skin of subjects tested.—*Abstract of S.C.C. paper by Dr. Samuel M. Peck and Dr. Arthur Glick.*

Physiology and Pathology of Epidermal Keratinization

NORMAL keratinization of human and other mammalian epidermis ends up with continuous shedding invisible small horny particles while the layer below remains continuous, flexible and smooth. When this process is disturbed two main types of abnormalities occur: 1. visible scales appear on the skin surface or 2. the shedding process is partially inhibited so that the horny

layer thickens and its surface may appear uneven and rough. Counteracting such abnormalities is important both medically and cosmetically. In all keratinization anomalies the esthetic appearance of the skin is adversely affected.

Little is known about the finer mechanism of the disaggregation of the most superficial horny lamellae into invisible particles and the conditions under which the layer below remains smooth and continuous. Still, several data indicate that two main mechanisms are in play. The first concerns the dehydration of the keratinizing cells: it appears that this dehydration must progress at a certain optimal rate to a certain optimal end point. Deviations from these optima may be caused either by pathological alterations of the keratinizing cells or by external environmental influences which modify the water holding capacity of the horny layer.

The second mechanism is concerned with the decomposition of the nucleus and cytoplasm of the keratinizing cell. If this decomposition is incomplete, as is the case in so-called *parakeratosis*, visible scales will appear on the surface. In most instances this anomaly is due to an accelerated keratinization in consequence to accelerated cellular proliferation. The incomplete decomposition of the cytoplasm implies impairment of free lipid production because of deficient splitting of cellular lipoproteins. There is an interplay between water and lipid content

(Continued on page 26)



Dr. Robert Marriott, former President of the S. C. C. of Great Britain, greets Dr. Sol Gershon, former President of the S. C. C. of the United States. J. B. Knight, Jr., is surprised by a passing friend.



O. H. Ellis, S. R. Koss and Dr. L. K. Kerstyn pause before luncheon to discuss the interesting papers read at the morning session. Groups of this sort added much to the interest of the successful seminar.



POLLEN

in

COSMETICS

MARJA ENTRICH

A SWEDISH beekeeper succeeded several years ago in solving the problem of collecting appreciable amounts of pollen, that mysterious substance from flowers which has been the main diet of bees since thousands of years before man appeared on the earth. This has permitted scientists to conduct more intensive experimentation than before. It has now been determined that pollen contains practically all the essential vitamins. It is

POLLEN

Pollen is the mass of microspores in seed plants. It usually appears as a fine yellow dust, each grain being a spore consisting of a single cell of various shapes, with the outer wall (extine) often finely sculptured. In some families the pollen is aggregated into viscid or waxy masses. In angiosperms the pollen lodges on the stigmatic part of the pistil, where the microspores germinate, sending out a tube through which the male generative cell passes to the ovule, where it fuses with the egg cell of the embryo sac; the fertilized ovule then develops into the structure known as the seed.

about 25 per cent protein, mostly in the form of amino acids and in low molecular weight proteins. It also contains nucleic acid, sugar and minerals; and, not surprisingly, sex hormones.

An examination of a number of Russians of great age and strong vitality showed that all were keepers of bees and eaters of large quantities of honey and pollen. And an article in the English publication "Sunday Express" on persons who were one hundred years or older revealed that nearly all were keepers of bees and eaters of honey—and that most were poor and did not consume the pure product but the left-over mixture composed mostly of pollen with a small amount of the honey.

In "Acta Chemica Scandinavica," Vol. IX, No. 7, 1955, Nils Nielson, head of the micro-biological labora-

tory of the Technical High School (University) in Stockholm, reports on the work done with his assistants on the chemistry of the pollen kernel.

Pollen in Cosmetics

The Marja Clinic in Stockholm was the first to explore the possibility of using pollen in cosmetics. It has been determined that it constitutes an extraordinary tool in cosmetics designed for rejuvenation by supplying additional vitamins and essential amino acids. Through trabutan nutrition it affects the skin; and excellent results in the regeneration of the epidermis of face and bust have been obtained. There have also been excellent responses in growth of hair and prevention of hair loss. In some cases there was success in restoring the original color to gray hair; if the external application were coupled with the internal dosage of several tablets of pollen, the change was quicker and more stable.

It is to be accepted that general health and rejuvenating processes may be implemented by the rich vitamin and hormone content of pollen, and by its valuable protein and amino acids of vegetable origin. Pollen has produced no side reactions, and is suitable for all types of women in cosmetic use.

Pollen in its natural state is unsuited for use in cosmetics; an extract, which is more convenient, contains all the effective agents. Furthermore, it is stable at cool temperature in airtight containers.

In Sweden products are now on the market made from pollen or a mixture of pollen and honey. They are excellent food supplements, and there is evidence that they increase virility. The singular methods of collection, purification, and drying of pollen perfected by beekeeper G. Carlsson has enabled the manufacturers of Sweden to produce a pollen extract which contains all the natural agents, is stable in form, and which is valuable both for internal consumption and as a tool for the cosmetic industry.



Two dynamic officers of the S. C. C., Secretary Robert A. Kramer and Treasurer Walter A. Taylor about to board the bus for a trip to one of the cosmetic plants in the metropolitan area, part of the program.



Two good executives: Theodore Ostrowski, treasurer of the New York Chapter and Beverly Meigs, secretary of the New York Chapter, have a friendly chat with one of the notable members, Walter Manheimer.

S.C.C. SEMINAR
(Continued from page 24)

of the superficial horny layer and there is an optimal state not only for its water—but also for its lipid content.

The physiological and pharmacological effects of copper, vitamin A and estrogenic hormones on keratinization will be analyzed.—*Abstract of S.C.C. paper by Dr. Stephen Rothman.*

Morphology of the Epidermis as Shown by the Electron Microscope

BY THE electron microscopic observation of sections of the epidermis, it is possible to directly visualize hitherto invisible details of cell structure and thus to bridge the gap between chemical and physical studies of macromolecules and optical microscopic studies of cells. A comprehensive electron microscopic survey of ultra-thin sections of human epidermis (fixed in 1% osmium tetroxide buffered to pH 7.4) has demonstrated the following details in the dermo-epidermal junction and of epidermal cell components.

The basement membrane consists of narrow (diameters 300A) collagen fibrils and a broad (approx. 350A thick) membrane ("dermal membrane"). The latter follows closely the contours of the epidermal cell membrane

but is always separated from it by a space of approximately 300A, and continue without interruption along the whole distance of the dermo-epidermal junction. Epidermal cell cytoplasm is characterized by numerous narrow (approx. 60A wide) filaments distributed loosely, for the most part, in thin skins and bundled into fibrils (tonofibrils) in plantar skins. These filaments (tonofilaments) are usually directed toward the cell periphery where they terminate at intercellular bridges (nodes of Bizzozero) or at regularly spaced rows of small granules on the cytoplasmic side of the cell membrane at the dermo-epidermal junction. In addition to pigment granules, which are large dense granules with no evident regular external or internal structure, basal cell cytoplasm contains mitochondria, the Golgi apparatus, submicroscopic particulates and sparse endoplasmic reticulum. Malpighian cells of the next succeeding layers differ from basal cells only in a slightly increased grouping of filaments (tonofilaments) into fibrils and a loss of their association with the nuclear membrane. As in the basal cells, intercellular bridges are zones of close contact shared by adjacent cells which are delimited by bands of electron density on the cytoplasmic side of the closely apposed cell membranes at which tonofilaments terminate. Such bridges have been found in other cell types (Fawcett and Selby) and are given the more general name of desmosomes.

Cytoplasm becomes denser in cells of the s.granulosum, due to dehydration, a maximal grouping of filaments into



Dr. Jack Nagler, Walter Wynne, ever active chairman of the Entertainment Committee, and Stephen Capkovitz, chairman of the Membership Committee of the New York Chapter, surprised during an informal moment.



Robert White patiently stands while Robert F. Prindle, Paul Sperry, and Vincent Defeo, efficient chairman of the Publicity Committee of the New York Chapter, rest before the trips to the cosmetic plants.



Harry Isacoff, S. C. C. Historian and Program Chairman of the New York Chapter, compliments Dr. Joseph Kalish for his work on the Seminar program. Miss Dorothy Langdon and Harold Goulden register accord.



Constantine Zannis, Irving Colbert, chairman of the Entertainment Committee of the New York Chapter, Ivar Malmstrom, and Irving Schlakman, chairman of the House Committee of the New York Chapter, chat.

fibrils and the presence of large, dense, irregularly shaped masses (keratohyalin granules). Tonofibrils change within these cells by decreasing their electron density and losing their filamentous ultrastructure. These transformed fibrils, arranged in a loose three-dimensional network, are the exclusive component of cells of the s.lucidum, but still terminate at desmosomes along the cell membranes of this layer. Between these cells and those of the s.corneum the desmosomes acquire a narrow band of electron density in their intercellular space. Cells of the s.corneum consist of a condensed mass of the material making up the network of the s.lucidum—i.e. of the material which first appeared as a transformation of tonofibrillae in the s.granulosum. Cell membranes and desmosomes are clearly visible in the s.corneum with the dense band within the desmosome disappearing with the result that the cell membranes are brought even closer together.

Thus these observations indicate that the matrix (keratin) of the s.corneum arises directly through a transformation of tonofibrils in the s.granulosum.

This transformation involves a lateral bonding and molecular rearrangement of the tonofilaments which were synthesized in the basal cell layer. Intercellular bridges are similar to those found in other cell types where there is a particular need for cell cohesion but undergo specific changes in the upper layers of the epidermis which must be related to the control of desquamation and hence must be significant in pathological altera-

tions of normal desquamation.—*Abstract of S.C.C. paper by Dr. Cecily Cannan Selby.*

Biochemical Data on Physiologic and Pathologic Epidermal Keratinization

EPIDERMAL keratinization is one of many processes occurring during the development of the horny layer. Because of the thinness of the epidermis, satisfactory separation of the individual components during the various stages of this process is not possible. The following approaches have been tried:

1. Chemical studies of animal specimens with a thick epidermis (cow's nose) are not directly applicable to human epidermis.
2. Histological and histochemical studies have inherent limitations and errors.
3. Comparison of epidermal keratins with hard keratins (hair, nails) and with average body proteins have given an insight into the changes during the phylogenetic development of the keratins.
4. Comparison of the amino acid composition of whole human epidermis and of the horny layer revealed that during keratinization the overall chemical change is slight. The only definitely established differences are the disappearances of hydroxyproline and an inconstant and variable increase in cystine during keratinization.

At present the best working theory to account for the



Albert Shansky, William Ryan, veteran perfumer and chemist, Frank J. M. Miles and Dr. Albert B. Pacini, note the efficient way the seminar was arranged and conducted, an opinion that was shared by all.



Dr. Howard Schwartz and Joseph Wheeler question Lester I. Conrad, authority on lanolin, about its increasing uses in the cosmetic industry. Arthur Cohane adds his interesting comment on the subject.



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The alert administrative staff: Miss Audrey Edwardsen, William Ryan, and William Giese offer their assistance to George J. King, author of some notable technical papers on emulsifiers, about trip arrangements.

changes during keratinization is as follows: Keratinization is a two-step process. The first step is the formation of a fibrous precursor in the cellular layer of the epidermis, with little or no sulfur. This precursor then combines with sulfur-containing amino acids, polypeptides or proteins to form the consolidated keratin.

Studies of pathologic keratinization are often based on the erroneous assumption that an anomalous horny layer necessarily reflects a faulty process of keratinization. About one-fifth of the horny layer consists of non-keratinous, water-soluble substances, especially free amino acids. Many of these components have a strong water-binding ability. The reduced amino nitrogen and water-binding ability of some pathologic scales is due to alterations in the non-keratinous portion of the horny scales. Whether or not there are qualitative changes in the keratinous portion of the scales as well, has not yet been decided.—Abstract of S.C.C. paper by Dr. Peter Flesch.

Interpretations and Applications of Flow Measurement

THE flow characteristics of different types of materials and the results which are obtained from flow measurements of these materials with a rotational concentric-cylinder and a capillary-tube viscometer are discussed. Suggestions are made to use a sequence of controlled flow measurements to enable the interpretation of the more complicated flow behavior of time-dependent non-Newtonian materials. Such flow measurements which were obtained with an automatic rotational viscometer are presented for an all-purpose cream and a toothpaste. They are interpreted to yield characteristic flow properties. The application and usefulness of flow measurements for product research and control is emphasized by discussing the changes in flow properties with changes in formulation and by indicating how similar changes can be caused by variations in the manufacturing process. The application of the flow properties to the design of pipelines for the transport of non-Newtonian materials is demonstrated. Example calculations are made for the toothpaste and a pigment suspension.—Abstract of S.C.C. paper by Ruth N. Weltmann.

Rotational Methods of Flow Measurement

A LARGE number of rotational viscometers, or those working on the rotational principle have been devised and are finding scientific and industrial usage. However, many of these, because of their construction or means of



Albert Shansky, Emery D. Robert and Marshall Sorkin discuss the excellent program for the meeting which drew a record attendance of scientists in the industry from 18 states and from foreign countries.

operation, do not exploit the possible inherent advantage of rotational instruments in establishing a constant shear gradient during viscosity measurements.

Even with instruments having constant shear gradients, the shear velocity range is often insufficient in a single instrument to allow extraction of all data desirable for scientific or industrial application. This is primarily due to the fact that rheological theory is not at present sufficiently advanced to permit reliable extrapolation of data from one shear range into another.

For many industrial applications, where viscosity measurements are employed for quality control, simpler rotational viscometers have often proven adequate. However, these instruments are usually not capable of indicating why a product may not be up to specification standards.

The theory of various rotational instruments, as well as the practical functioning and limitations of apparatus working in the very low, medium and very high shear ranges is described.—*Abstract of S.C.C. paper by Walter K. Asbeck.*

Capillary Viscometry

OBERVED quantities in capillary viscometry are rate of flow and pressure drop through the capillary. Methods are reviewed by which these observed quantities are used to calculate derived quantities such as viscosity, shearing stress and rate of shear. Procedures are discussed for both Newtonian and non-Newtonian flow.

Measurement of the observed quantities is discussed for different categories of capillary viscometers and for several specific examples of these categories. Included, among others, are viscometers of the gravity (e.g. Ostwald), controlled pressure (e.g. Bingham) and controlled flow (injection) types. Special viscometers for special purposes are discussed, such as the horizontal capillary for small pressure heads (e.g. Tsuda), coiled capillary for slow flow (e.g. Stabin) and rugged viscometers for high viscosity, pressure head and flow rate (e.g. McKee).

A comparison is made of the advantages and disadvantages of capillary viscometry in general and of certain specific capillary viscometers as compared with certain other types of viscometry. This comparison considers both the ease and reliability of measuring the observed quantities and of interpreting them in terms of rheological and molecular quantities, for both Newtonian and non-Newtonian materials.—*Abstract of S.C.C. paper by Alden B. Bestul.*

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PRODUCTS & IDEAS

PLASTIC PACKAGING PRESS—1

The ERDCO Engineering Corp. has developed a desk-type high frequency sealing press which it says seals nearly any kind of small article, regardless of shape, into transparent plastic bubbles up to 12 inches square in area. The user purchases the volume and size bubbles he needs from a plastic wholesaler. They are positioned on the desk-top die or on the lower platen, depending on type of sealing required. The manufacturer of the machine says that the product to be packaged is then inserted into the bubble, and the operator merely presses two buttons, which starts a timed, automatic cycle. The sealing cycle can be adjusted to the proper preheat, sealing time, and power required by the material being worked.

HYDROBLENDER—2

Whittaker, Clark & Daniels, Inc. represent the Aquadyne Corp. as distributor of products for making "wet water." The Hydroblender, which can be installed wherever water is available, is a proportioning device which is loaded with Aquadyne, a multiphase wetting agent compounded in solid capsule form, to provide on the spot generation of wet water. Hydrodyne, another wetting agent, is a liquid concentrate available in one, five and fifty-five gallon containers which can be proportioned as required by hand or by liquid propor-

tioning devices. The Aquadyne wet water is said to average less than one-half cent per gallon.

PACKAGING CODING DEVICE—3

A twin-action, air-operated conveyor-line marking attachment that imprints a code date automatically on both the side and rear of shipping cases has been developed by Adolph Gottscho, Inc. Identified as the "Model 202 Rolacoder" machine, it is said to be compact, easy to install, and capable of high speed operation. It is claimed also to be so small that it can fit between compression belts of a case-sealer to imprint cases only 3 inches high. The machine uses interchangeable rubber type, and will accommodate codes and markings of up to 11 letters or figures.

AEROGRAPH

Wilkins Instrument & Research, Inc. says that its new Aerograph is a highly perfected instrument for separation of volatile compounds by gas chromatography. It is based on the principles of gas-liquid partition chromatography. The purified component is detected by a heated wire type conductivity cell, and is recorded permanently on a strip chart recorder. Salient features claimed in the Aerograph include high temperature operation, high resolving power, sensitive detection of components, and collection of separated samples. These factors are said to enable the chemist to

separate and collect the constituents in the most complex volatile organic mixtures such as perfumes, essential oils, synthetics, hydrocarbons and petrochemicals.

WATER THICKENING AGENT

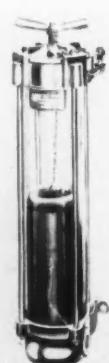
A new cold water soluble vegetable gum of high viscosity that is said to have unique properties as a protective colloid, thickening, suspending and film forming agent, known as Burtonite No. 7, is offered by the Burtonite Co. The gum thickens water at low cost, as not over ten cents worth at the current LCL price is needed in one gallon of water to thicken it to the point of non-flowability, the company points out. One per cent of water solutions have Brookfield viscosity of 3,000 centipoises at 60 rpm, using a No. 4 spindle, it is added. The gum is said to be wholly edible. Full details about it may be had by writing to the company.

STAINLESS STEEL FAUCETS

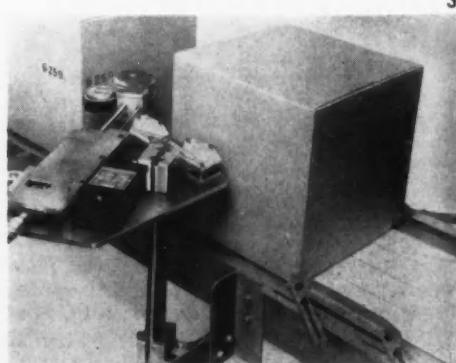
Economy Faucet Co. manufactures stainless steel faucets designed to improve the efficiency and safety of solvent handling and dispensing. The faucet is said to prevent after-drip, fume leakage and the danger of leaving the dispensing valve open or untightened. It was made for quick disassembly for cleaning or service without special tools. There is no metal to metal contact in the operation of the valve. Seizure is said to be eliminated.



1.



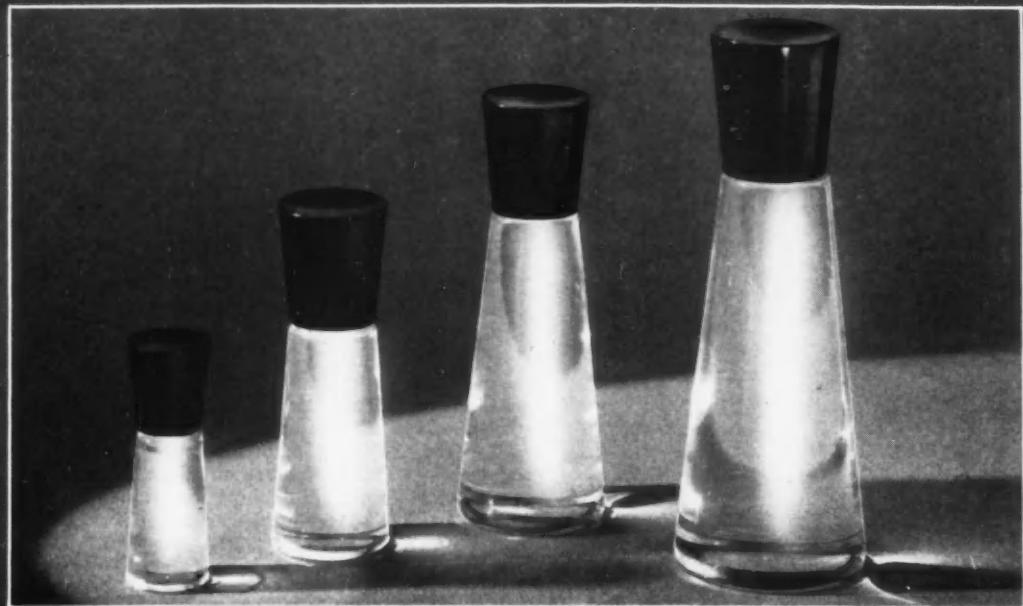
2.



3.

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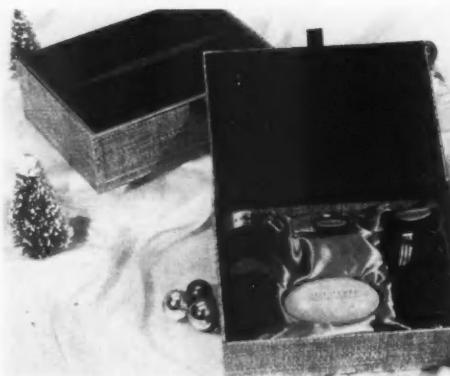
Packaging and Promotion



1.



2.



3.

1. JOHN ROBERT POWERS

The new bubble bath from John Robert Powers is deep turquoise in color, and the manufacturer says it makes the tub look like the waters of Bermuda or Capri. It comes in a reusable ground-glass decanter which is heavily gold encrusted and wound with a golden cord. The price is \$10 for 32 ounces; \$7.50 for 16 ounces; and \$5 for 8 ounces.

2. LUCIEN LELONG

The Galerie des Parfums from Lucien Lelong is a miniature museum which opens to reveal four bottles of perfume in picture frames (Tailspin, Balalaika, Opening Night and Indiscret) with a bottle of Sirocco in the center standing like a piece of sculpture. Individual bottles can be removed to make separate gifts. The whole collection sells for \$10.

3. MAX FACTOR

Primitif, the new scent by Max Factor, is featured in a set which contains a shaker-top dusting powder, a four ounce bottle of cologne, a bath-size bar of soap, and a vial of the perfume. The black and gold colors identified with the odor are used in the labels and box. It's \$6 plus tax.

4. SHULTON

Shulton, Inc. has introduced a hair groom tonic in the Old Spice for Men toiletries line. The liquid cream product contains a new co-polymer which Shulton says gives longer-lasting manageability. It comes in an unbreakable plastic squeeze bottle decorated with a red and white ship on a background of "ship's grey." The four ounce container cost \$1.

5. EVYAN

Evyan has introduced its Perfume Essences in Golden Heart Bottles in a set which contains White Shoulders, Most Pre-



4.



5.



6.

ious, Golden Shadows, Gay Diversion and Enchanting Menace odors in five one-quarter ounce bottles. Evyan says that Perfume Essences have been created to fill the gap between colognes and perfumes. When empty, the bottles may be refilled with perfume from the regular Evyan bottles. The set is \$7.50 plus tax.

6. CHRISTIAN DIOR

A Christmas offering from Christian Dior is his "Eau de Cologne aux fleurs fraîches." It comes in a black and white package with a tweed-woven appearance. The woven pattern is repeated in the twist-on cap and on the label of the flacon. A ribboned "black tie" accents the neck of the bottle. It comes in two sizes: 2 ounces for \$3, and 4 ounces for \$5.



7.



8.

7. GERMAINE MONTEIL

Gift packages from Germaine Monteil are styled in white and gold. The solid powder and lipstick duet is \$4.50; deluxe solid powder and lipstick, \$7; superglow lipstick wardrobe, \$6; and jumbo lipstick wardrobe, \$6.

8. TUSSY

Tussy's Budding Beauty line designed for the young lady includes dusting powder and after bath powder. The dusting powder comes with a puff which shows through the clear acetate box top. Pastel pink is the featured color in the packaging. The dusting powder sells for \$1.25, the after bath powder for 75¢.

9. RICHARD HUDNUT

Richard Hudnut's Sparkle in the Snow package contains Gemey Essence and R.S.V.P. Essence (1/2 ounce bottles) in a silver foil snow-topped house trimmed with green glitter. It's \$1.75 plus tax.



9.

Croda News

ATTENTION: AEROSOL HAIR LACQUER INDUSTRY

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I-Quiz

This Month's Quiz Master



Irvin H. Blank, Ph.D.

Harvard Medical School, Massachusetts General Hospital, Department of Dermatology

QUESTION I. *Can fundamental dermatological research be helpful to the cosmetic industry?*

ANSWER. It certainly can. Recently I reviewed the titles of the papers which have appeared in all of the issues of the PROCEEDINGS OF THE SCIENTIFIC SECTION OF THE TOILET GOODS ASSOCIATION. Less than 10 per cent of them have been concerned with the skin. The vast majority of these articles dealt with studies on the chemistry and physical properties of the raw materials and finished products of the cosmetic industry. Of course it is important for the industry to know as much as possible about their products, but it is also important for them to know as much as possible about the skin and the effect of cosmetics on the skin. New developments in cosmetics will follow a better understanding of the biochemistry and physiology of the skin. Dr. Stephen Rothman's recent book on this subject shows how vast this field is and how incomplete our current knowledge.

QUESTION II. *What areas of dermatological research might be expected to yield results of importance to the cosmetic industry?*

ANSWER. To one outside the industry, like myself, it appears that there is a limited number of cosmetics whose specific action is known. Outstanding among these are the sun screens and deodorants. My own work on dry skin over the past few years has contributed a little to the knowledge of the action of emollients, but I would be the first to say that much remains to be done. A better understanding of the chemistry of keratinized epithelium and the keratinization process will help in the development of better emollients. Many of the natural changes in the skin at different ages must be associated with general (systemic) endocrine changes; this is particularly evident at puberty and menopause. Only when the role of the endocrines in skin physiology is better known will it be possible to scientifically formulate cosmetics containing endocrines. A better comprehension of the vascular physiology of the skin will be helpful to the cosmetic industry. Manufacturers must always be sure that their products do not damage the skin. They can feel secure in this respect when the mechanism of the action of various classes of irritants and allergens is known. Such an approach is as important as further study of methods of testing new products for their irritant potential. When areas such as these are better understood, the cosmetic industry will be able to manufacture new products which can honestly be said to correct or prevent cutaneous defects without fear of damage to the skin.



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SOAP SECTION

Exclusive patent rights belong to Carter Products on

AEROSOL SHAVING CREAMS

**Soap industry vitally affected by U. S. Supreme Court decision.
Costly infringement suits against soap companies may follow**

IN A decision vitally affecting the soap industry the United States Supreme Court ruled that exclusive patent rights to aerosol type pressurized shaving creams belong to Carter Products Inc.

A petition of Colgate-Palmolive Co., accused of infringing the Carter patent, was turned down by the

court and the court refused to review or reverse the decision of the U. S. Court of Appeals which upheld the validity of the Carter patent.

The patent had been contested by Colgate-Palmolive Co. on the ground that Carter had merely combined known ingredients to perform a known purpose and hence the

patent was invalid. Moreover Colgate-Palmolive Co. claimed that the patent would enable Carter Products Inc. to monopolize the use of pressure packaging by the soap industry.

It is felt that suits for infringement against soap companies for large sums may follow the ruling.

Polyvinyl alcohol as a soap additive

PAUL I. SMITH

SOME soap manufacturers who have investigated the possibilities of polyvinyl alcohol as a soap additive are impressed with the properties of the new type now becoming available. These are white in colour, fast-dissolving, free flowing

and non-gelling and may be obtained in a number of grades. Some of these are 88% hydrolyzed and of low and medium viscosity and others are low, medium, medium high and high viscosity fully hydrolyzed grades.

Synergists to complement anti-oxidants

IT is not always appreciated that anti-oxidants of a phenolic character which are commonly employed in the control of rancidity, rely to a large extent for their effectiveness on the presence in the fat of synergists, often di- and poly-basic acids. These latter additives reinforce or complement the action of the phenolic derivatives rather than acting as direct inhibitors of rancidity. When planning to use chemical re-

tardants of rancidity, it is, therefore, advisable to consider the employment of suitable and effective synergists that might be used to complement the action of the selected anti-oxidants. It has been found that chemicals, such as benzoquinone and alpha-toco-quinone, normally somewhat ineffective as controllers of rancidity, become considerably more effective in the presence of phosphoric acid.

There is no doubt that a great deal of work is still to be done on the subject of synergism and the part it can play in the control of rancidity. Many very active anti-oxidants may be made more active at lower concentrations in the presence of carefully selected synergists. In this connection, the saturated dibasic acids, such as malonic, succinic, glutaric, adipic, pimelic and suberic are worth attention.

see Shulton

before you buy aromatic chemicals

Would the Menthol you use pass this test?

Can you answer "yes" on all these points for the menthol you're using now? Check them off:

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your product will taste the same, will win the same consumer approval. No need to adjust formulations for variations in menthol character in your raw material, as you may need to do with natural menthol.

NO PEPPERMINT BY-ODOR?

As a synthetic, l-menthol USP is processed before you get it to remove all impurities that cause by-odors. Result: a cleaner, fresher note that your customers will notice immediately. (There's an easy spot-test you can make yourself. Ask the Shulton salesman to show you.)

EASE OF HANDLING?

With l-menthol USP, there is no need for you to wash or recrystallize, because there are no occluded impurities. You save on handling and processing in your plant. Shulton does it for you in the initial synthesis.

ASSURED SUPPLY?

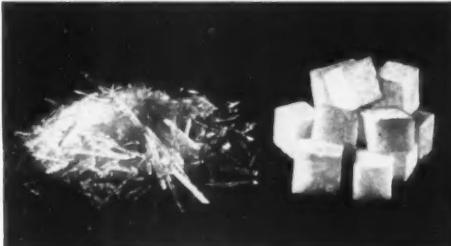
Made right here in New Jersey in a large plant, Shulton's l-menthol USP is always available, can always be delivered to you quickly, in the quantity you need. Long-term contracts can be arranged to simplify your inventory problems.

STABILIZED PRICE?

Because Shulton's l-menthol USP is a synthetic product made domestically, prices can be stabilized and wide fluctuations can be eliminated through long-term contract.

TECHNICAL SERVICE?

Shulton experience in manufacture and product application is part of every pound of l-menthol USP you buy. Technical service men can help you with problems. A call to Shulton brings fast action.



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SOAP SECTION

Soaps and Detergents Theme of C. C. D. A. Meeting November 1

Soaps and Detergents made up the theme of the November 1 meeting of the Commercial Chemical Development Assn. in the Netherland Plaza Hotel, Cincinnati.

In the morning session the following papers were presented: "A Review of Major Trends in Soaps and Detergents During the Past Ten Years," by Foster Dee Snell, president of Foster D. Snell, Inc.; "Comments From the Viewpoint of a Soap and Detergent Manufacturer," by Dr. J. G. Pleasants, vice-president of research and development for Procter & Gamble Co. and "Development Problems of Chemical Concerns Supplying the Soap and Detergent Industry," by E. R. Baker, general manager of research and development for Continental Oil Co.

After luncheon R. K. Van Nostrand of the Bristol-Myers Co. spoke on the "Ban Development Story—Product, People and Planning."

Panel discussions occupied the attention of the association during the afternoon. The topics were: "Market Developments in Large Volume Chemicals in the Soap and Detergent Industry," with Dr. W. E. Elwell, of Oronite Chemical Co., as chairman; "Specialty Chemical Market Development in the Soap and Detergent Industry," with C. Pacifico, of American Alcolac Corp., as chairman; "Application Research by the Supplying Industries in the Field of Soaps and Detergents," with Dr. A. Steele, of Carbide & Carbon Chemicals Co., as chairman and "Establishing New Consumer Products in the Soap and Detergent Industry," with R. E. Horsey, of Givaudan-Delawanna, Inc., as chairman.

The meeting concluded with a banquet in the evening at which Dr. C. R. Whittlesey of the Wharton School of Finance of the University of Pennsylvania was the speaker.

Ad Men Hear How Dial Soap Slipped Up on the Market

Gordon Buck, media director of Foote, Cone & Belding, Chicago, reported on the advertising and merchandising tactics used by Armour & Co. in marketing Dial soap at the American Assn. of Advertising Agencies annual meeting in Chicago recently. The pattern of survival in the toilet soap field, he said, was one of low margin and high turnover, and big advertising supported by special promotions.

In 1948 the problems confronting Dial were: small budget; high price; a sales setup at Armour not geared to the soaper formula; and competitors' reaction to an invader.

The approach in launching the new

soap was the "bath story." The deodorant quality of Dial was emphasized, and in order not to clash with the masculine Lifebuoy, Dial copy and art was in the high-fashion manner. Distribution was restricted to drug and department stores, and the fair trade price was 25 cents a cake.

In the beginning Dial used only newspaper and spot radio ads. In 1949 Dial started a major market push and went into comic sections. Six insertions were run in Life.

In 1950 Dial went national and the high-style ad approach was dropped. The price was lowered, and half-price sales and other deals were offered. Radio shows were purchased, and ads were used in all of the chain-store-distributed magazines. More Life ads were run, and Dial also went into women's magazines. The soap expanded its distribution to food stores and supermarkets. And 48 per cent of its ad dollars went into comic sections.

By the end of 1950 Dial had a national share of the entire toilet soap market of 3.2 per cent, Mr. Buck said. In 1951 Dial entered the heavyweights with the addition of a complexion-size bar.

In 1953 television was entered with the purchase of "Show of Shows" and "Pride of the Family." On a volume basis in 1954, Dial was third in the toilet soap market, and first on a dollar basis. Then Dial discovered George Gobel, described by Mr. Buck as "the best soap salesman anyone ever had." Mr. Buck said that Dial has continued to gain, crediting much of the advance in the past two years to television.

Pamper Shampoo Offers Guest Towel Premium

A current premium offer being made by Pamper liquid shampoo, a product of the Toni Co., is four Fieldcrest guest towels for \$1 plus a box top from any size Pamper carton. The towels are available in four colors: ice pink, lemon, turquoise, and mint green. The offer expires on March 31, 1957.

Procter & Gamble Names Three New Vice Presidents

Directors of The Procter & Gamble Co. have elected three new vice presidents in charge of three divisions of the company's operations. H. Schuyler Cole heads the Toilet Goods Division; Donald H. Robinson is in charge of Overseas Operations; and Mark Upson is responsible for the Food Products Division.

Atlas Powder Co. Research Grant has been Renewed

The Atlas Powder Co. has renewed its research grant in the Department of Pharmacy of the Philadelphia College of Pharmacy and Science, under the direction of Dr. Linwood F. Tice and Dr. Martin Barr. The grant provides for studies related to basic and applied research on sorbitol and surfactants manufactured by the Atlas Co.

Queen Bee Soap at \$5 per Cake Offered by Marie Earle

Lilly Dache, president of General Beauty Products Inc., who first brought royal jelly, the vitamin-mineral-protein substance on which the queen bee feeds, to America with her Marie Earle Queen Bee Cream, has incorporated royal jelly into a toilet soap designed to serve as a cosmetic treatment and a masque as well as a cleanser. The company recommends soap for combating premature aging of hands or an excessively dry condition of face or body skin. Instructions say that the lather should be well mixed in the palm of the hands with warm water, spread on the face, left for a few moments and then rinsed off.

The soap in a 6½ ounce oval cake has a large bee in bas relief for easy identification. Queen Bee Soap is packaged individually, wrapped in tissue, closed with a gold bee sticker and inserted in a chartreuse and white box with gold lettering. It retails for \$5 per cake.

SOAP NOTES

American Transparent Soap Co. has been organized with headquarters at 242 W. 27th St., New York, N.Y. It will manufacture a transparent deodorant soap and will also produce private brand cosmetics.

A self-lathering shaving brush called Quik-Shave has been launched by Madera Co., 2085 Valentine Ave., New York 57, N.Y. The base is filled with

any shaving cream and water. It is then attached to the brush part. The base which consists of a tube is squeezed to expel the shaving cream and water.

Lever Bros. Co. is introducing a clear, almost transparent, green complexion soap named Gayla, which contains lanolin. The company is also market testing Dove, a detergent bar soap.



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ENZYMES and FLAVOR

Enzymes play an important part in the development of flavor in foods . . . A process for improvement of processed foods by use of enzymes to act on flavor has been developed



MORRIS B. JACOBS, Ph. D.

In my treatise, "The Chemistry and Technology of Food and Food Products," in the chapter on "Enzymes in Food Processing," I pointed out that enzymes play a significant role in almost every phase of the fields covered by the treatise. This role may be that of causing spoilage, or of being part of the processing or development steps, or it may be in the production of flavor, the factor that interests us here. Some examples will make this clear.

Cheese

Brick cheese is the common or usual name of a type of cheese manufactured and sold in considerable quantity. It has a characteristic flavor somewhat similar to Limburger cheese, but of a less pronounced character. The flavor is due to the action of surface-curing organisms and the intensity of the flavor depends on the length of time the cheese is held under conditions favorable to the growth of the organisms. Actually it is the enzymes produced by the organisms that react with the proteins and fats of the milk product to yield the flavor desired. In the case of brick cheese we have a semihard cheese that is ripened by bacteria.

There are a number of different varieties of cheese made in the United States and in other countries of the world that are characterized by the growth throughout the cheese of blue or bluish-green molds of the penicillia. Such cheeses are generally known as "blue-mold" cheese. They may be made from the milk of cows or of sheep and all of them have a distinctive appearance, odor, and flavor. The growth of the mold throughout the cheese imparts the principal distinguishing character-

istics to the cheeses of this group. The customary penicillium molds used for the production of such cheeses are *Penicillium roquefortii* and *Penicillium glaucum*. Most of the distinguishing flavor of the group results from the enzymic action of the enzymes produced by the molds on the cheese.

In the manufacture of "blue cheese" either the molds spores of *Penicillium roquefortii* or *Penicillium glaucum* are used. Roquefort is made from sheep's milk using the former mold and Gorgonzola is made from cow's milk using the latter organism.

Camembert is a soft cured cheese made from cow's milk in which a white mold is used to develop its flavor. In France, in addition to the mold, some of the surface organisms used are yeasts which give the surface of the cheese a pink color.

Many other examples of the use of enzymes in the development of flavor in cheese can be given; for instance Gruyère cheese is characterized by a flavor resembling that of a very mild Limburger cheese. The flavor comes from a growth of curing agents on the surface of the cheese. This particular variety has a smoother and more buttery texture than Swiss cheese and the eyes that develop are not as large as those that develop in Swiss cheese.

Rennin or rennet is a proteolytic enzyme which has the property of coagulating the casein of milk forming an insoluble calcium complex. Rennin is a proteolytic enzyme, that is an enzyme which can hydrolyze proteins. Since as noted above the flavor-producing action of enzymes with respect to cheese manufacture is due in part to the proteolytic activity of some of them and since

FLAVOR SECTION

the proteolytic activity of rennet is very weak, other enzymes of higher proteolytic activity are sometimes used in combination with rennin and sometimes are used alone in order to achieve certain flavor characteristics. Thus a combination of rennin and pepsin has been used for this purpose. Among the other proteolytic enzymes that have been employed in the ripening of cheese are papain, ficin, and pancreatin.

One further factor along these lines should be mentioned. When cheese was made from raw milk, the lipase (a fat-splitting enzyme) contained in the milk played a part in the development of the flavor of the cheese, as for example, in the production of blue cheese. In the pasteurization of milk the lipase is inactivated and since a great deal of cheese is made from pasteurized milk, it is often necessary to add lipases to obtain adequate flavor. Such commercial lipases are often obtained from microorganisms.

Vanilla Curing

The role of enzymes in the curing of vanilla has been discussed by a number of authors. Recently, Broderick in an article on the science of vanilla curing, which appeared in *Food Technology*, 10, 184 (1956), reviewed the scientific work done on the curing of vanilla with the objective in mind of improving the tedious labor-consuming "art of curing" developed over the centuries. Arana reported in *Food Research*, 8, 343 (1943) that a hydrolytic enzyme was responsible for the formation of vanillin by splitting the parent glucoside and that this enzyme showed maximum activity in split, blossom-end yellow beans, medium activity in blossom-end yellow beans, and virtually no activity when the beans were green. Broderick points out that since the production of vanillin, provided harvesting has been performed properly, depends upon the thorough distribution of the hydrolytic enzyme throughout the bean, splitting, scratching the surface or chopping of the bean is desirable to promote the more intimate contact of enzyme with the heterosides.

Tea

During the fermentation of tea, the reactions bring about chemical changes which largely determine the flavor, strength, body, and color of its liquor. According to Bradfield, who discussed this matter in *Chemistry & Industry*, 1946, 242, tea fermentation is solely the result of leaf enzymic activity and the enzymes of microorganisms are not involved in the processes.

Cocoa

Another example of the importance and use of enzymes in the development of flavor in a food is cocoa. In the preliminary preparation of the cacao bean, it is fermented to remove the pulp, to destroy the vitality of the seed, and to give flavor and color to the bean.

Flavorese

Virtually all vegetables are partially cooked in steam or hot water before being subjected to further processing steps as, for instance, freezing, canning, or dehy-

dration. This partial cooking is termed blanching. An exception is onions. The principal purpose of blanching is the inactivation of enzymes. This is done because certain of the enzyme systems cause off-flavors. Unfortunately in the process of the destruction of the enzymes which cause off-flavors, the enzymes which are necessary for the production of the characteristic flavor of a food may also be killed. This destruction is so marked in the case of onions, that the blanching step is omitted, when onions are to be dehydrated.

E. J. Hewitt, D. A. M. Mackay, and K. Konigsbacher of the Evans Research and Development Corp. of New York, and Torsten Hasselstrom of the U. S. Army Quartermaster Research and Development Command, Natick, Mass., presented at the Sixteenth Meeting of the Institute of Food Technologists held at St. Louis, Missouri in June 1956 and published in *Food Technology*, 10, 487 (1956), a paper concerning the role of enzymes in food flavors.

In this report of their work, which was carried out under contract with the Quartermaster Research and Development Command, they stressed the point that as a result of the processing steps used to retard spoilage or prevent the growth of bacteria, the food no longer contains active enzymes. They noted that the flavor of the processed food was the resultant "of the fresh flavor which has persisted through processing, flavors which come from the conversion of the fresh flavors originally present, and flavors which arise during the processing."

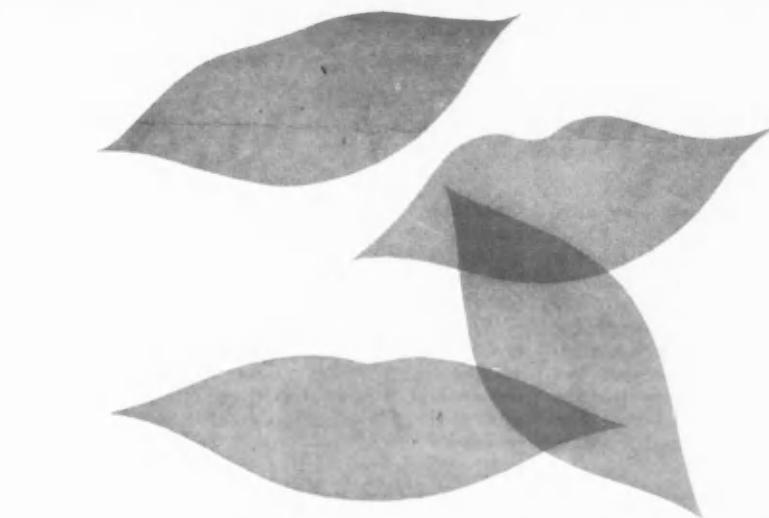
Some of the precursors of the flavor of the unprocessed food, which are normally converted to the flavoring matter by the action of the enzymes the food contains, may survive the processing steps unchanged. If then, these investigators suggested, an enzyme capable of converting the precursor to the flavoring material is added to the food better restoration of the original flavor can be achieved.

They tried out their process with watercress. This vegetable was blanched in steam and was dehydrated in an oven by heating at 60 deg. C. for 3 hours. This treatment yielded a dehydrated watercress which was "quite flavorless and had none of the characteristic taste and smell of watercress." No improvement was noted on the addition of water and the reconstituted vegetable had an odor and taste of hay.

When they added an odorless and tasteless enzyme preparation which was made from white mustard seeds to the dehydrated watercress in water, they were able to obtain a product which had the typical flavor of the vegetable in a few minutes.

These investigators named their conversion enzymes "flavorese" using the suffix "-ese" to indicate that such enzymes or enzyme mixtures are concerned with the formation of flavors. They did this in part to differentiate their term from those ending in the suffix "-ase" which are used to characterize the enzymes in terms of the substrates on which they act. Somehow I have reservations about this term.

They found that when they added their flavorese enzyme to dehydrated cabbage they were also able to improve the flavor of the cabbage. They also found that they could use the flavorese enzyme prepared from white mustard seed and those prepared from black mustard seed and from cabbage seed to help restore the flavor of vegetables such as celery, leek, spinach, onions, parsley,



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FLAVOR SECTION

and carrots; fruits such as pineapples, oranges, bananas, and strawberries; and milk.

Hewitt and his co-workers stressed the point that it was necessary for the food being treated by their flavor-ese enzyme to have the flavor precursor present if there was to be any flavor improvement. Hence they concluded that it was necessary to process the food in such a manner that the maximum amount of flavor precursor was retained. They illustrated this effect by comparing the retention of flavor precursor in watercress that has been dehydrated after (a) no blanching, (b) steam

blanching and (c) boiling-water blanching. After reconstitution with their flavor-ese enzyme, the unblanched watercress recovered full flavor, the steam-blanching had moderate flavor, and the boiling-water blanched product had virtually no flavor.

While this work has been carried on in relatively general aspects, it is likely that more specific flavor conversion enzymes may be developed. With these as with the general treatment enzymes, it will be necessary to process the food so that the maximum amount of flavor precursor will be retained.

FLAVORED NOTES

The ban on use of FD&C Red No. 32, Orange 1, and Orange 2 has been upheld by the United States Court of Appeals.

Canada has followed suit and has banned the use of these coal tar colors, namely, Oil Red XO, Orange I, and Orange SS in or on fruit and fish, effective October 1, 1956 and in or on other foods effective August 1, 1957.

The Food Protection Committee of the Food and Nu-

trition Board of the National Research Council—National Academy of Sciences on the use of chemical additives in food processing (publication 398) has been issued. This report will be discussed in a subsequent issue of the AMERICAN PERFUMER AND AROMATICS.

The U. S. Tariff Commission Report on organic chemicals for 1955 has been issued and this report will be analyzed and reviewed in a subsequent issue of this section. M. B. J.

Dr. Edmund H. Hamann of Fritzsche Brothers to Retire

As permitted under the terms of Fritzsche Brothers, Inc. Insurance and Retirement Plan, Dr. Edmund H. Hamann, the firm's chief flavor chemist, will retire from active service as of January, 1957. However, he will be retained on a part time basis as a special consultant.

In announcing Dr. Hamann's retirement, officials of Fritzsche Brothers pointed to his long tenure of service with the company and to his many accomplishments in the highly specialized science of flavoring over which he has had supervision for the company during most of his twenty-nine years of association. Through his technical treatises, lectures and scientific achievements, Dr. Hamann has gained eminence in his chosen field. It is, therefore, a source of satisfaction to the Fritzsche management that his services in a consulting capacity will continue to be available to the firm and its customers.

New York Flavor Chemists Elect Officers for 1956-57

At a recent meeting of the New York Society of Flavor Chemists Charles Fricke of Polak & Schwarz, Inc. was elected president for the year 1956-57. John Bouton, Dodge & Olcott, Inc., retiring president, was presented a plaque for his services.

The other elected officers are: John Bouton, Dodge & Olcott, Inc., chairman of the board; L. Strassburger, van Amerigen-Haebler, Inc., vice-president;

Jerome Di Genova, Givaudan-Delawanna, Inc., treasurer; and Fred Schumm, Ungerer & Co., secretary.

The Membership Committee is composed of T. Bonica, Polak & Schwarz, Inc., chairman; J. Broderick, Lever Brothers, Inc.; H. Janovsky, Dodge & Olcott, Inc.; and H. Shore, Felton Chemical Co.

On the Program Committee are: D. Jorysch, H. Kohnstamm & Co., chairman; H. Cole, Firmenich & Co.; and C. Grimm, Polak & Schwarz.

The following are on the By-Laws Committee: A. Wendt, Fred Fear & Co., chairman; A. Kirsten, Felton Chemical Co.; E. Merwin, Givaudan-Delawanna; and R. Thompson, Fritzsche Brothers, Inc.

H. Janovsky is publicity director.

Japanese Flavor Industry Holds Show in Tokyo

The Second Flavor Show was held in Tokyo, Japan on September 20-23. Produced by the Flavor Show Advisory Committee, the affair was under the sponsorship of the Japan Confectionery Assn. and the Japan Confectionery Industry Cooperative. Thirty-three confectionery firms and twenty-seven soft drink bottlers participated.

The first room of the show was devoted to soft drinks and confections by the leading manufacturers of Japan. The remaining four rooms were given over to different varieties of flavors, beverages, juices, milk products and confections, with counterparts produced by foreign manufacturers. One of the features of the show was a series of color

slides of the United States and Europe, which began with citrus plantations in California.

The first prize winners were: Star Foodstuff; Marugen Beverages Industry; ABC Confectionery; and Omata Confectionery, all of Tokyo.

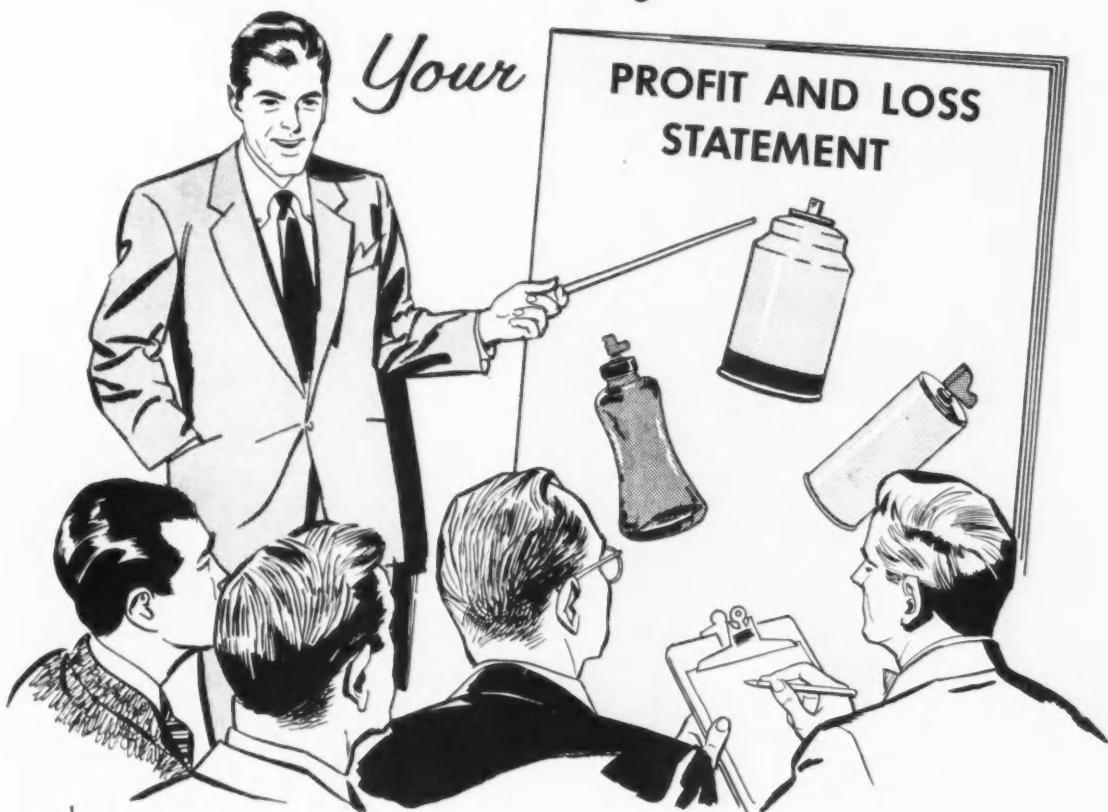
Dodge & Olcott Achievement Award to Dr. H. R. Kraybill

The Dodge & Olcott, Inc., Achievement Award, given annually for outstanding contribution to the growth and general welfare of the meat packing industry as a whole, was awarded posthumously on October 1 to Dr. Henry Reist Kraybill, vice president of the American Meat Foundation Institute. The work carried out under the direction of Dr. Kraybill and his associates which merited the award was concerned with the use of butylated hydroxyanisole and butylated hydroxytoluene in the protection of animal fats and foods made from fats from oxidative rancidity.

Sunkist Charged with Lemon Monopoly

H. L. Raclin & Sons, Inc., a Chicago lemon-processing company, has filed a \$12,100,000 anti-trust suit against Sunkist Growers, Inc., and Exchanged Lemon Products Co., a wholly owned subsidiary of Sunkist. The complaint charges conspiracy to monopolize the fresh lemon and lemon products industry, and also unfair acts in the frozen lemon and lemonade markets.

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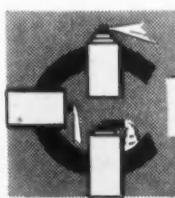
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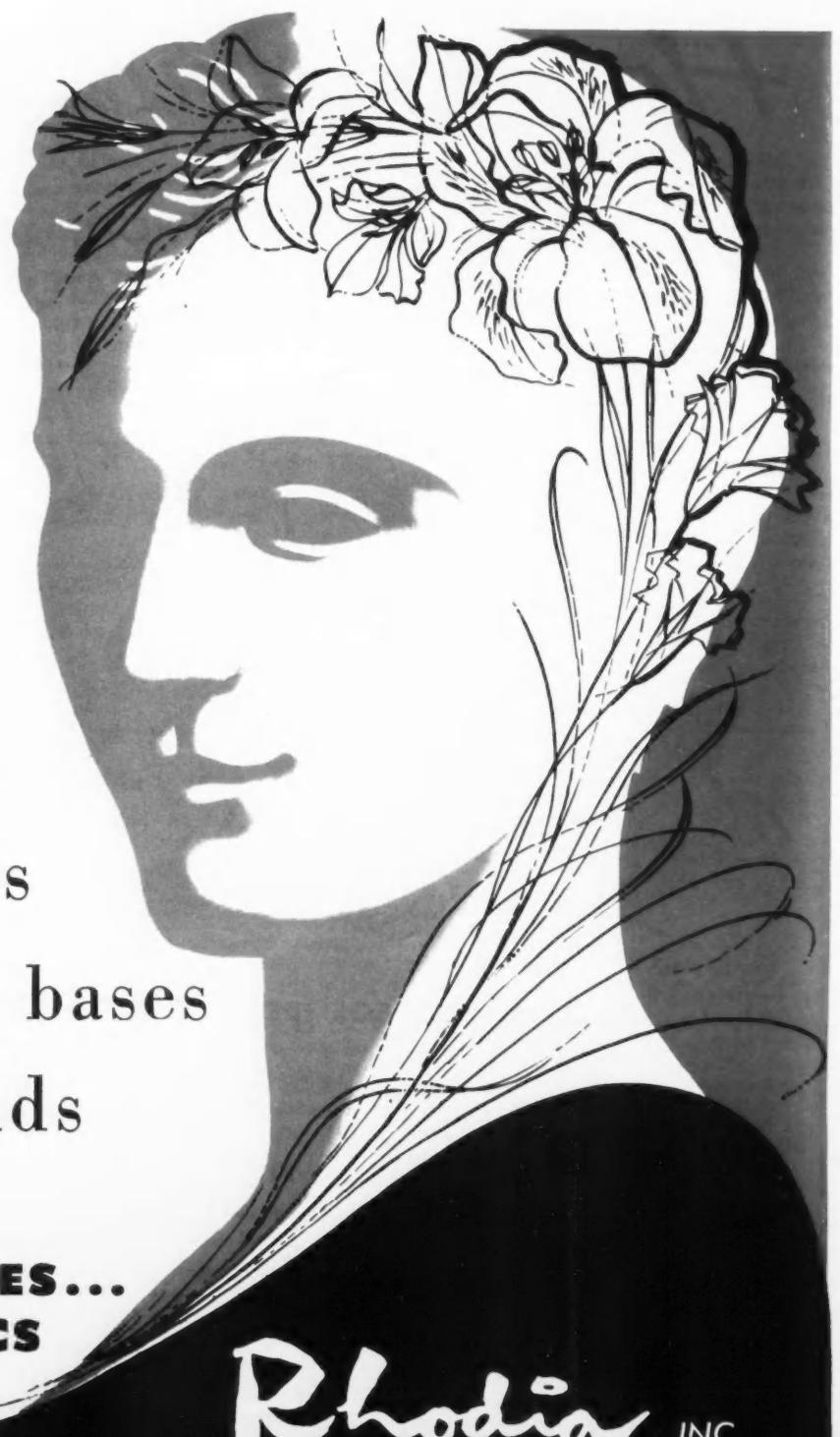


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News and Events

S.C.C. Annual Meeting Scheduled December 13

Highlights of the annual December meeting of the Society of Cosmetic Chemists will be the Scientific Section, installation of officers for 1957, and a cocktail party and dinner dance in honor of the Society's 1956 Medal Award winner. All events will take place on December 13 at the Commodore Hotel, New York City.

Officers for the coming year will be installed at luncheon. Retiring President George G. Kolar will turn over the gavel to President-Elect S. J. Strianse. The new 1957 President-Elect and Directors will take the oath of office, along with Secretary Robert A. Kramer and Treasurer Walter J. Taylor, both unopposed for re-election.

The Society will present its highest honor, the Medal Award, to Miss Florence Wall at a dinner dance. The award is granted annually to an individual who has made significant contributions to the field of cosmetic science. A cocktail party in honor of the Medalist will precede the dinner dance.

Arrangements for the meeting are under the chairmanship of Walter Wynne. Program chairman Ross Whitman is directing the Scientific Section. Reservations may be made at the headquarters

of the Society of Cosmetic Chemists, 2 East 63rd St., New York 21, N. Y. The telephone number is TE 2-8665.

Helena Rubinstein Names

Roy Titus as Board Chairman

Roy Titus, executive vice president of Helena Rubinstein, Inc., has been appointed Chairman of the Board of the Company at a recent meeting of the Di-



Roy Titus

rectors. Elected to fill the chairmanship vacancy caused by the death of Carl Sherman, Mr. Titus will continue to fulfill his vice presidential position.



Seen upon their arrival in Canada are George L. Schultz, president of Shulton, Inc., and Frank N. Carpenter, Jr., vice president, who were among the top Shulton executives who attended the recent grand opening of the new Shulton installation in Don Mills (Toronto).

Program for Meeting of SCC Scientific Section

The following seven papers will compose the program of the Scientific Section of the Society of Cosmetic Chemists at the meeting of the organization on December 13 at the Hotel Commodore, New York City.

Morning session:

"New Developments in Glass Containers," by Dr. William R. Prindle, Hazel-Atlas Glass Co.

"Chemical Applications for Ultrasonic Waves," by Prof. E. B. Yeager, Western Reserve University.

"Cosmetic Knowledge through Instrumental Techniques," by Dr. E. G. McDonough, D. A. Mackay, and M. Berdick, Evans Research and Development Corp.

"Gas Chromatographic Analysis of Aerosol Products," by M. J. Root, G. Barr and Co.

Afternoon session:

"The Electron Microscope—A Tool for the Study of Hair," by Dr. W. W. Courchene, Procter and Gamble Co.

"The Interference of Nonionic Emulsifiers with Preservatives, III," by M. G. deNavarre and Harold Bailey, Cosmetic Laboratories, Inc.

"Gas Partition Chromatography. Application to Essential Oils and Other Volatile Materials," by Dr. C. L. Teitelbaum, Battelle Memorial Institute.

Shulton Opens New Canadian Installation

The opening of the new Shulton, Inc., toiletries plant in Don Mills (Toronto) on September 18, was attended by store buyers, members of the press and leading Toronto dignitaries.

Hosts for the opening were George L. Schultz, president of Shulton, Inc., Frank N. Carpenter, Jr., vice president, and George M. Thomson, manager of Shulton's Canadian operations.

The new plant, occupying 32,000 square feet on four acres was built for Shulton to meet increasing demands for their products and to serve as headquarters for all Shulton sales and manufacturing throughout the Dominion.

On display at the opening were a series of three original oil paintings, "Trilogy of the Desert," by Salvador Dali. Shulton commissioned the artist to interpret on canvas the fragrance of Desert Flower perfume when it was introduced several years ago. The resultant "Trilogy of the Desert" has toured major cities in all parts of the United States and Canada and is currently on display at the Toronto Art Gallery.

Shulton Hosted TV View of the World Series

The Fine Chemicals Division of Shulton, Inc., held open house at a suite in the Waldorf Astoria Hotel to entertain their friends of the perfume and related fields with a buffet lunch and multiple TV view of the world series. Hosts from the firm were present to extend the company's hospitality.



Curt H. Abel, Novis Co., and Mrs. Abel were snapped aboard ship returning from an extended trip abroad. While in Germany Mr. Abel conferred with the executives of F. Wolf Sohn, the largest soap manufacturing company in Europe and the largest cosmetic company in Germany. They visited the firm's laboratories in Baden-Baden, and other places of interest.

Florence E. Wall Is First Woman to Receive SCC Medal

The Society of Cosmetic Chemists Medal this year will go to Miss Florence E. Wall, consulting chemist, author and lecturer. The Medal Award, granted in recognition of outstanding contributions to the cosmetics field, will be presented at the Society's December 13 meeting.



Miss Florence Wall

Miss Wall turned to the cosmetic industry in 1924, and with Inecto, Inc., pioneered in the scientific development of hair dyes. In 1936 New York University invited her to organize the first college accredited courses related to cosmetics. She has also taught cosmetology at many other educational institutions, including Clemson College, S. C.; Stout Institute, Wisc.; Texas University; Oregon State College; and the New York State Department of Education. She is the author of five textbooks on cosmetics and cosmetology and over three hundred published articles, and has gained international recognition as the foremost authority on this branch of industrial education.

During World War II Miss Wall interrupted her activities in the cosmetic field to serve as technical editor of General

Aniline and Film Corp. laboratories, and later of Ralph L. Evans Consulting Laboratories. She has been an independent consultant and author since 1947.

She is former editor of "The Chemist." Miss Wall is one of the first women to become a Fellow of the American Institute of Chemists. In the Society of Cosmetic Chemists she has been active on the SCC library committee. She is also a member of the American Chemical Society, Society of Medical Jurisprudence, and Cosmetic Career Women. She received the Bachelor of Arts and Bachelor of Education degrees from St. Elizabeth College, Morristown, N. J., and the Master of Arts degree from New York University. A native of Paterson, N. J., she now lives in New York City.

Warren B. Dennis of Shulton, Inc. Takes Bride

Miss Dorothy C. Razzelle, daughter of Mr. William and the late Mrs. William Razzelle of London, England, was married on October 6 to Warren B. Dennis, son of Mr. and Mrs. Warren B. Dennis of Morristown, N. J., at Riverside Church, N. J.

The bride took residence in the United States in 1949 and is at present export advertising manager of International Latex Corp.

The bridegroom, a graduate of Cornell University, is Manager, Toiletries Research, International Division of Shulton, Inc., and previously held the position of Director, Toiletries Research and Development in the same firm. He is chairman-elect of the New York Chapter, Society of Cosmetic Chemists, and has served as organizational secretary of this group. He is library chairman for the year 1956 of the national Society of Cosmetic Chemists.

The couple will reside in West Englewood, N. J.

Designers Honored at Coty Critics' Award Presentation

The 14th Annual Coty American Fashion Critics' Award ceremony at the Metropolitan Museum in New York City on October 9 was the occasion for the presentation of the famous Winnie to a group of outstanding American fashion designers. Originated by Coty during World War II when the American fashion industry was cut off from that of Paris, the Winnie is given to those American designers who each year have produced the most distinguished creative work in fashion. The jury is composed of more than seventy fashion editors from leading magazines and newspapers.

The winners this year were Norman Norell, who received the Hall of Fame award, given to the designer only after receiving the Winnie and the Return Award in previous years; James Galanos, who was honored for the second time and received the Return Award; Sally Victor, millinery designer, winner of the Winnie; Luis Estevez, who also received the Winnie; and Gertrude and Robert Goldworm, a mother and son team, who were honored with the Special Award Plaque for outstanding achievement in the knitwear industry.

The designers each presented a showing of his latest work, with commentary by Nancy White of Good Housekeeping magazine.

Grover A. Whalen, of Coty, Inc., welcomed the audience, and spoke for the sponsor. Miss Gwen Randolph of Harper's Bazaar magazine, chairman of the jury, spoke on behalf of the editors who had selected the award winners. Miss Dorothy Shaver, president of the Institute of Costume Art, reported on the activities of that organization, and paid special tribute to Miss Eleanor Lambert, who produced the show. James J. Rorimer, director of the Metropolitan Museum of Art, also welcomed the group to the building.

Two special features of the affair were an exhibit of examples from the past award winning designers' collections, and a preview showing of the new Metropolitan Museum exhibit of the Panorama of the Palace and Gardens of Versailles by the American artist John Vanderlyn.

SCC of Great Britain Reports on Activities

The Society of Cosmetic Chemists of Great Britain has issued a report on its current activities. Two recent lectures have been "Histology of the Skin," given by G. H. Bourne, and "Silicones in the Cosmetic Industry," by T. W. Watson. Scheduled for December is an address by J. H. Schulman on "The Behavior of Proteins at Interfaces."

The Society's Diploma has been obtained by five candidates after passing examinations recently at Acton Technical College. The educational course for the session is now under way at Acton, with 1st, 2nd, 3rd and 4th year classes.

Maison G. deNavarre, on his European trip, attended a special Council meeting of the society in October called to discuss matters of mutual interest.

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unmistakable touch of elegance. For regular lines
or special promotions it's a proved performer
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TWO PRESIDENT-ELECT CANDIDATES FOR S.C.C.



James H. Baker



Ross Whitman

The candidates for President-Elect of the Society of Cosmetic Chemists are James H. Baker and Ross Whitman.

Mr. Baker is a charter member of the Society, and was chairman

of the Special Award Committee, 1954-55. He is president of Gar-Baker Laboratories, Inc.

Mr. Whitman is now program chairman of the Society. He is vice-president of Rayette, Inc.

Pierre Harang Speaks on Basic Sales Philosophies

Pierre Harang, vice president and director of Houbigant Sales Corp., and president of the Toilet Goods Assn., recently addressed a group of post-graduate students at the Amos Tuck School of Business Administration, Dartmouth University. Mr. Harang proposed two basic concepts in merchandising:

(1) Don't sell merchandise . . . sell the idea behind the merchandise; (2) Salesmen are always right . . . until proven wrong . . . and the honor system is the best way to handle salesmen.

In discussing the first premise, he said that it appears today that too many salesmen do not believe that they can sell unless such devices as samples, co-operative advertising money, free goods, deals, contests, and huge advertising budget are available to back up the product. This trend is likely to destroy salesmanship at the wholesale level and eventually help destroy it at the retail level also.

The people who help make a product, or help destroy it, are the owners, buyers or merchandising managers. These are the people who must be sold . . . not the merchandise, but the idea behind the merchandise. Mr. Harang said that in his opinion no manufacturer in the soft goods business has the right to come out with a product which cannot be sold on its merits without the help of advertising. If intrinsically a product is not worth what the consumer is supposed to pay for it and only lives because of the money that is spent to promote and feature it, then that product will not last long.

In regard to the second premise, "Salesmen are always right until proven wrong . . . and the honor system is the best way to handle salesmen," Mr. Harang says that he has steadfastly refused

to think in terms of daily or weekly salesmen's reports of calls, sales, quotas, contests, prizes, traveling and entertainment expenses.

His philosophy is that a salesman is a businessman. As such, as far as his trade is concerned, he is the boss of his territory, and that he should know best how to work his accounts within the definite general restrictions and rules imposed by his management. He should have no interference from the front office, whose primary function is to help him to secure the business rather than to criticize him. As far as customers are concerned, his decisions should stand.

Requesting salesmen on the road to forward daily or weekly reports of calls, with comments as to why a dealer did or did not purchase, is below the dignity of both the employer and the salesmen. If you start from the principal that you have hired the best man for the job, do not give him the opportunity and the incentive to lie.

Mr. Harang also does not believe in a system of salesmen's remuneration which incorporates payment of expenses for traveling or entertainment—at least for his own field. He says that he knows of nothing which can create an "Iron Curtain" between headquarters and field men as effectively as expense accounts. Further, they are the biggest incentives to cheat ever devised, and even the most accurate and honest reports will be questioned by office people.

He says that he knows of no correspondence which will cause greater irritation, unrest and affect morale than that on the subject of expenses. A sales manager should have an idea of the amount of expenses a man will need to work a territory properly. Mr. Harang says to let him increase the salary the man is worth by that amount and explain to him that if he is the business man he

thinks he is hiring, he will know how to budget himself properly.

Mr. Harang states that he has no patience with sales managers who insist on quotas; preparation of route lists; contests, prizes and the like, because the first thing a salesman looks for is that which he considers unfair to him in that contest and the quota that has been assigned to him. If a quota is needed to prod a man, then the right man has not been hired.

In summation, Mr. Harang said that he knows no better way to handle salesmen than the honor system. If it works, two most important ingredients for a successful sales organization . . . loyalty and morale . . . are assured.

Perfumers' Society Enjoys Lecture by Herta de Kreith

A large and appreciative audience of the American Society of Perfumers enjoyed an interesting lecture by Miss Herta de Kreith on "What Happens to Your Perfume." From her wealth of experience in the promotion of perfumes, in training sales persons and demonstrators and in contacting sales outlets all over the country, Miss de Kreith was able to offer many interesting points on what happens to perfume after it leaves the manufacturing plant. A discussion period followed. In the absence of President Christian Wight, Pierre Boulle, vice president, presided with his usual skill.

Andre Givaudan Returns to South America

Andre Givaudan, a director of L. Givaudan and Cie., S.A., of Geneva, and

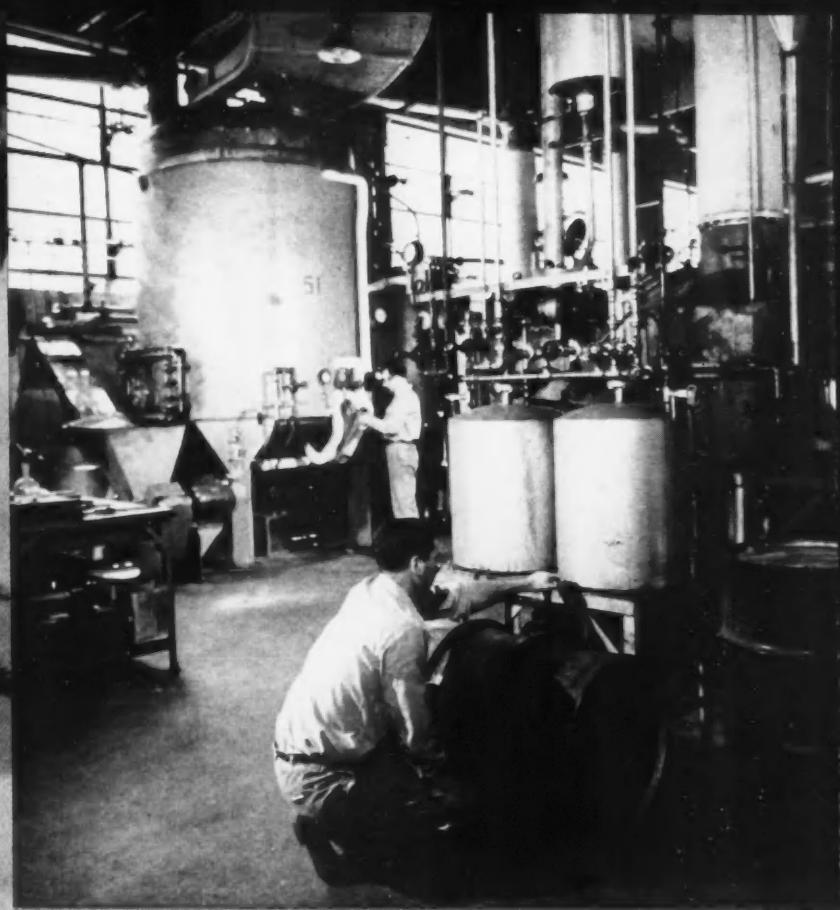


Andre Givaudan

its affiliated organization, left the United States on October 1 for Brazil and Argentina after completing his semi-annual visit to this country. During his stay here, Mr. Givaudan met many of his old friends in the trade and discussed with them problems of industry-wide interest.

Warner-Lambert Reports on Sales for the Year 1956

Warner-Lambert Pharmaceutical Co. has announced that world-wide sales for the first nine months of 1956 totaled \$96.8 million, compared with \$88.8 million for the same period in 1955. The figure includes the volume of certain unconsolidated foreign subsidiaries.



Section of the Still Room
at our Clifton Factory.

BUYERS who know their essential oils and aromatics—and most experienced buyers do—recognize those of our manufacture as products of a quality that is commercially unsurpassed. There are simple reasons for this which, added up, provide a logical explanation for such superiority. To begin with, we employ certain innovations both in the processing of basic materials and in the manufacturing equipment used which give our finished products an "edge" on quality. Further than this, we insist upon adherence to constant and absolute standards of uniformity and purity in excess of those found in the average commercial grades. Also—and not to be overlooked—is the human factor involved and in this we have the advantages that only experienced, highly trained, loyal, long service employees can give to such operations. Put all of these factors together under the direction of management that is not only capable but motivated by principles of highest integrity and you have a fair explanation of why these Fritzsche-made specialities are in a quality class which discriminating buyers seldom fail to recognize and appreciate.

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Desert Song

A FRITZSCHE "EXCLUSIVE"

Here, between the palm-fringed desert and an ageless, endless Nile are the remnant symbols of a magnificent past. Linking the pomp and lavish splendor of this civilization to the industry we now serve are many historic facts. Chief among these are the evidences from hieroglyphics and from the tombs of its Pharaohs which record the use of aromatic oils and unguents for both the ceremonial and aesthetic purposes of its people. Here, indeed, the earliest perfumers practiced their art and to them we dedicate our newest and most provocative fragrance. . . . DESERT SONG is a light oriental perfume . . . warm . . . insinuating . . . suggestive of the East. It has a bright, citrusy overtone, expertly modified with light florals and aldehydes; also an attractive resin-amber note which lends richness to the blend. From a woody base faintly touched with leather comes its depth of fragrance—a beautifully rounded effect made extremely tenacious by the addition of suitable synthetic and natural fixatives. At its very attractive price, DESERT SONG represents excellent odor value for finished extracts, toiletries and colognes. Why not let its muted melody play upon the heartstrings of your customers, certain that its delightful memory will linger on and on and on! Why not sample DESERT SONG . . . today!

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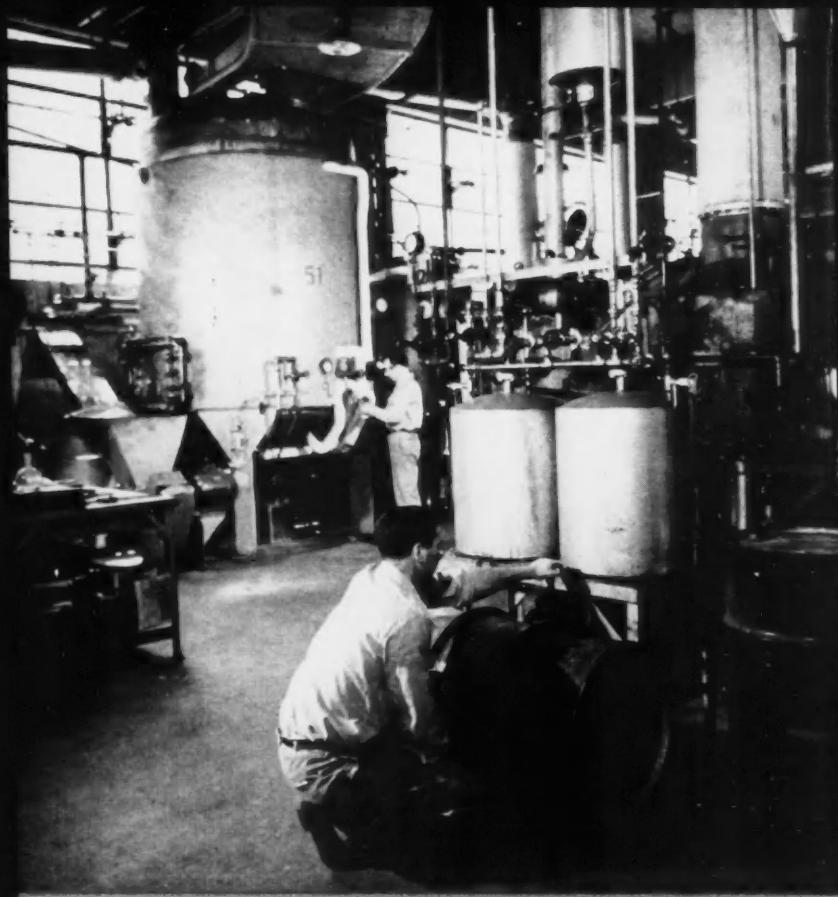
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I'VE GOT MY EYE ON YOU....

.... and you'd better treat me like your best customer because that's just what I am—I and millions of babies like me. And when you make medicines for me to take—medicines that taste bad—you can chalk me and my buddies right off your customer list because *we won't take them!* But make them good tasting, fit for us little tykes to take, and we'll go for your brand every time.

Well, that's your answer. Manufacturers of pharmaceuticals cannot scorn the use of appropriate flavors for their oral products when medicinal palatability is so overwhelmingly in demand. Which is why we are continually offering drug manufacturers the expert services of our Pharmaceutical Flavor Laboratories. We're sure—if you'll permit us—that we'll be able to show you how to make your unflavored medicinal considerably more acceptable by the simple addition of an appropriate flavor.

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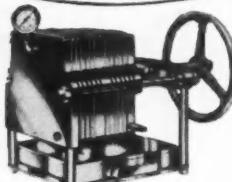
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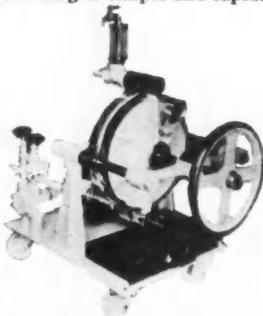
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SPOTLIGHT

News...

Successful retailers carry a 10% inventory in high fashion merchandise, 60% in popular price items, and 30% in quick moving low cost items a survey by General Electric Co. reveals.

Business failures continue to increase, according to Dun & Bradstreet. In July, 1018 businesses failed compared with 861 in 1955 and 856 in 1954. Failures in every month of this year have gone ahead of the same months of the past two years.

A secret weapon to unmask retailers opposing fair trade by posing as champions of the consumer is being forged through research, according to Maurice Mermey, director of the Bureau of Education on Fair Trade. He stated that it is not advisable to disclose the nature of the research. Results will be made available to legislative committees. The secret weapon is part of a major program being developed to help restore the effectiveness of fair trade.

An aqueous extract of mung bean sprouts, known as BNG has been placed on the market by Worth Pharmacal Corp. for the treatment of burns and dermatitis. It is said to be non-toxic and non-irritating to wounds.

Cosmetic excise tax collections for the fiscal year of 1956 were \$83,776,000. For 1955 the total was \$71,829,000.

Total advertising expenditures by manufacturers of toiletries for the first five months of 1956 in general and farm magazines, newspaper sections and network television were \$54,491,487. In the same period manufacturers of soaps and cleansers spent \$33,409,459.

A new rewritten excise tax law which includes a list of taxable and non-taxable cosmetics is included in a bill, HR 12421, introduced in Congress. The bill is to be considered next year. Hearings will be held so that manufacturers may express their views.

A mink collar on the dram-size purse dispenser carrying case of Prince Matchabelli's Added Attraction perfume made a distinct hit when shown at the recent Denver, Colo. trade fair. The carrying case is made of black faille and has a handle of black ribbon.

A growing number of cosmetic companies are catering to children. In addition to Coty which has just launched a line of children's toiletries, the Andrew Jergens Co. is offering a children's set of toiletries consisting of lotion, cologne, bubble bath and shampoo. Dorothy Gray is offering a series of gifts for little girls called Hidden Charm. Each carries a different gold plated charm ready for a

bracelet. Revlon's new medicated Baby Silicate launched in August is already chalking up sizeable sales. Tinkerbell and Little Lady brands of toiletries for children are both reported by those companies to be doing exceedingly well.

Licenses under the "Fresh" patented antiperspirant formula, as well as related patents of the National Lead Co. will be granted by the Pharma Craft Co., Batavia, Ill., to responsible concerns. Both Northam Warren Co. and Coty Inc. have taken licenses.

An offer of a waterproof make-up kit for 25¢ by Helena Rubinstein Inc. in the June issue of Seventeen Magazine brought 70,212 replies. The offer was made to introduce the waterproof lipstick and mascara to girls under 20 and was limited to readers of the magazine. A mascara brush and a special booklet on Summer beauty care was included in the kit.

A new "super rinse" all liquid detergent containing a new wetting and brightening agent was launched by Monsanto Chemical Co. on September 17.

Tussy Cosmetiques will spend two million dollars in national magazine, daily and Sunday newspapers and point of sale displays in the coming twelve months. This is the most ambitious advertising campaign in the history of the Tussy Cosmetiques Division of Lehn & Fink Products Corp.

New flavored tablets of aspirin for children of 1 1/4 grains in place of 2 1/2 grains are being introduced by the Bayer Co.

Causes for business failures in 1955 according to Chemonomics were Neglect, 3.8%; Fraud, 2.3%; Disaster, 2.2%; Inexperience, 91.4%; and unknown, 0.3%.

The patented process for sealing metal collapsible tubes developed by A. J. Lautman, president of Iodent Chemical Co., will be leased to any manufacturer who wishes to use it, the company reports.

The Anti-Trust Division of the U.S. Dept. of Justice is conducting an investigation to determine whether fair trade manufacturers have an agreement among themselves to cut supplies to discount houses. It is also seeking to find out if retailers have combined in such a scheme illegally.

Bradley Container Co., Maynard, Mass has been purchased by the American Can Co. from the Olin Mathieson Chemical Co. Bradley Container Co. makes plastic containers.



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to an old problem*

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producing properties of toothpaste ingredients, etc.

Much of the information in the book has its source in the research activities of the well-known author, which date back for many years and embrace the fields of chemistry, dermatology and microbiology.

In addition to the author's own work, the results of many other investigators widely scattered in the world literature have been critically evaluated and compiled in this unique volume.

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THE CARE OF THE MOUTH

The Tooth and Pathological Dental Conditions. Tooth Pastes and Tooth Powders, Denture Cleaners. Mouthwashes.

THE CARE OF THE EYES

Eye Lotions.

THE CARE OF THE HAIR

Hair Tonics and Lotions. Hair Shampoos, Rinses, and Conditioners. Permanent Waving. Hair-Setting Lotions and Lacquers. Hair Brilliantines, Creams and Fixatives. Hair Dyes.

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The Processing of Toilet Soap. Bath Preparations. Shaving Preparations. Antiperspirants and Deodorants. Depilatories. Cosmetic Stockings. Foot Preparations. Insect-Repellent and Insect Bite Preparations. Baby Preparations.

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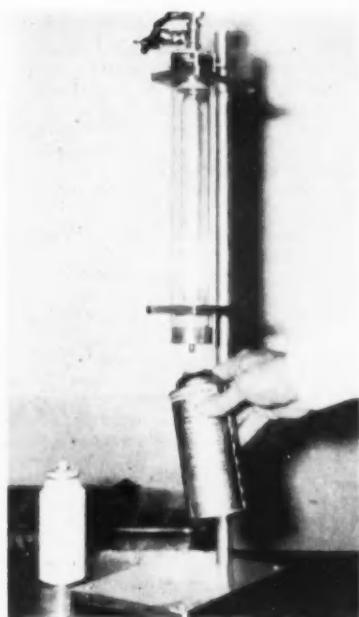
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AEROSOL NEWS

Laboratory Aerosol Pressure Filler



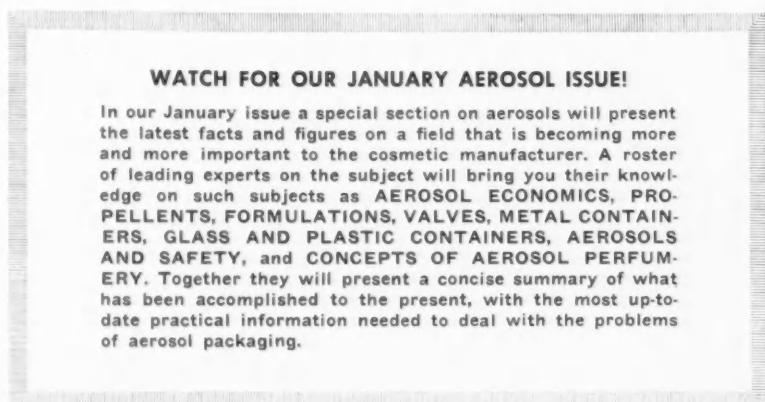
For metering liquids under pressure into aerosol containers a laboratory aerosol pressure filler is offered by Builder's Sheet Metal Works, Inc. The burette is encased in a heavy lucite tube as a safety feature. The stand and base are of aluminum. It is available with 30 ML or 100 ML burettes.

New Equipment Opens Way for Faster Aerosol Filling

A new high speed continuous aerosol valve clincher which operates up to speeds of 300 cans per minute has been developed and put in operation by the Continental Filling Corp. The equipment was developed by J. Allen Reynolds, vice president in charge of operations for the company. The development allows a smoother, faster filling operation, says President Clarence F. Carter, and will mean greater filling economy and speed. According to the company the new high speed machinery provides uninterrupted clinching without gaps between collett teeth and reduces possibilities of future leaks from incomplete valve clinches or broken collett teeth segments. The new equipment is being installed in all filling lines at the company's plants in Hobart, Ind. and Danville, Ill.

Propellant Price Reductions Are Announced by duPont

Prices of freon 12 and freon 11 have been decreased 1.2% and 7% respectively by E. I. duPont de Nemours & Co. The reductions apply to tank truck and



WATCH FOR OUR JANUARY AEROSOL ISSUE!

In our January issue a special section on aerosols will present the latest facts and figures on a field that is becoming more and more important to the cosmetic manufacturer. A roster of leading experts on the subject will bring you their knowledge on such subjects as AEROSOL ECONOMICS, PROPELLENTS, FORMULATIONS, VALVES, METAL CONTAINERS, GLASS AND PLASTIC CONTAINERS, AEROSOLS AND SAFETY, and CONCEPTS OF AEROSOL PERFUMERY. Together they will present a concise summary of what has been accomplished to the present, with the most up-to-date practical information needed to deal with the problems of aerosol packaging.

tank car quantities. The price of mixtures of the two propellants has been increased about 4%. In ton tanks freon 11 prices have been reduced to 21 cents per pound but freon 12 remains at 26.3 cents per pound. In tank cars and tank trucks the pound price for freon 11 is 20 cents and for freon 12, 23.3 cents per pound.

Dodge & Olcott Inc. Issues Brochure "The Aerosol Story"

"The Aerosol Story" is the title of a well compiled brochure of 48 pages issued by Dodge & Olcott Inc., 180 Varick St., New York 14, N. Y. for manufacturers currently in or thinking of entering the aerosol field. The history of aerosols is traced in an interesting way and from careful research the types, principles, propellents, containers, valves, laboratory tests, labeling, pre-marketing checks, etc. are discussed. A section is devoted to the task of perfuming diverse aerosol products and includes seven pages of tested compounds for the more popular cosmetics as well as seven pages of complete aerosol formulations. Copies will be supplied on request.

John C. Stalfort & Sons Inc. Expands Aerosol Plant

John C. Stalfort & Sons Inc., Baltimore, Md., has expanded the facilities of its pressure-pak division to give a total area of over 70,000 sq. ft. In other words the new area contains enough rooms to house 88 freight carloads of aerosol containers.

The company is operating three high speed lines with a capacity of over 300 cans per minute; and the additional facilities will enable the present lines to operate almost continuously. Over 2,000 sq. ft. are devoted to research and development laboratories.

The company will provide transportation for any delegates to the convention of the Chemical Specialties Manufacturers Assn. who wish to visit the plant, which is just outside of Washington, D. C.

Research on Aerosols for Therapeutic Purposes

E. I. duPont de Nemours & Co. have assisted in the inauguration of a research program under the direction of Dr. Martin Barr of the Dept. of Pharmacy of the Philadelphia College of Pharmacy and Science using certain aerosols for therapeutic purposes.

Aerosol Packaging for Ethical Drug Applications

The jet age wonder of the packaging field, aerosols, has pierced the ethical drug barrier. Problems in packaging ethical drugs in aerosols, such as close scrutinization and supervision by scientists, adequate facilities, and specialized methods, have finally been solved.

The aerosol packaging operation was recognized by the drug industry to be highly specialized. Drug firms found that they weren't able to efficiently package their products in aerosols themselves. So, they enlisted the specialized talents and facilities of contract packagers. Thus, ethical drugs are now being aerosol-packaged under high calibre supervision in sanitary facilities by specialized production methods.

One ethical drug firm, Roussel Corp., entrusted their aerosol packaging to Fluid Chemical Corp., of Newark, N. J., which met all the rigid specifications of the ethical drug field.

Fluid packages Topicort (R) Spray, a product of Roussel's in a safety-coated glass aerosol bottle. The spray contains hydrocortisone for dermatological use. The aseptic application obviates the need for antibiotics which may cause sensitization. Secondary infection is minimized, since the hydrocortisone is sprayed on and not applied with the fingers. It covers large areas easily and quickly, evaporates at once, cools the treated area, and leaves no messy residue. This form of dispensing was selected because it is considered the most efficient vehicle thus far devised for this steroid.



Ungerer & Co. in expanding and modernizing its New York office facilities recently added this section to the warehouse. It is a view of the packaging and shipping section showing the mezzanine floor. The addition was made in connection with a current expansion program.

NBBA Meeting Themes are Market Research and "Brainstorming"

The 15th annual convention of the National Beauty and Barber Manufacturers' Assn. was characterized by the timeliness and importance of reports of direct interest to manufacturers in the barber and beauty shop field. The group

was told how marketing research can help the beauty salon and barber shop industry by Ken M. Davee, senior member of Davee, Koehlein & Keating, Marketing Consultants. Jule Gordon of Fred Dolle Co., and Ira Stuart of Wilson, Halliwell, Inc., presented their views on the approaches to an association marketing research program.

The attending members also heard a "brainstorming" session by eleven executives on "How the beauty shop industry . . . manufacturer, jobber and shop owner . . . working together . . . can increase beauty salon attendance of women under 30, considering that 50 per cent of this group do not patronize beauty shops." The demonstration of brainstorming, which develops ideas through uninhibited, free-wheeling group discussion, produced 68 ideas for consideration.

Elected president of the association was K. R. "Bill" McKown, of the Realistic Co. The other officers are Ben F. Breslauer, A. Breslauer Co., 1st vice president; Frank Rosendahl, the Wella Corp., 2nd vice president; Clarence O. Long, Emil J. Paidar Co., Inc., 3rd vice president; Mark L. Ahrend, Rayette, Inc., 4th vice president; Jerome B. Bonat, Bonat & Bonat, Inc., 5th vice president; Mrs. Nellie Fidel, Modcraft Co., Inc., secretary; and Harold F. Bertrand, treasurer.

Croda Ltd., to Move Administrative Offices

In December Croda, Ltd., Goole, England, will move its administrative headquarters to a mansion known as Cowick Hall. The large and beautiful house has been unoccupied for some time. Through the offices of the Historic Building Council, Croda was able to make arrangements for taking it over.

The building has been extensively renovated inside to make it suitable for offices.

FOR MEN'S COLOGNE TOILET WATER AFTER SHAVE LOTION

BOUQUET 1384
Classical and conservative

HEATHER A567
For the outdoor type

AMBER BOUQUET A667
Warm and sophisticated

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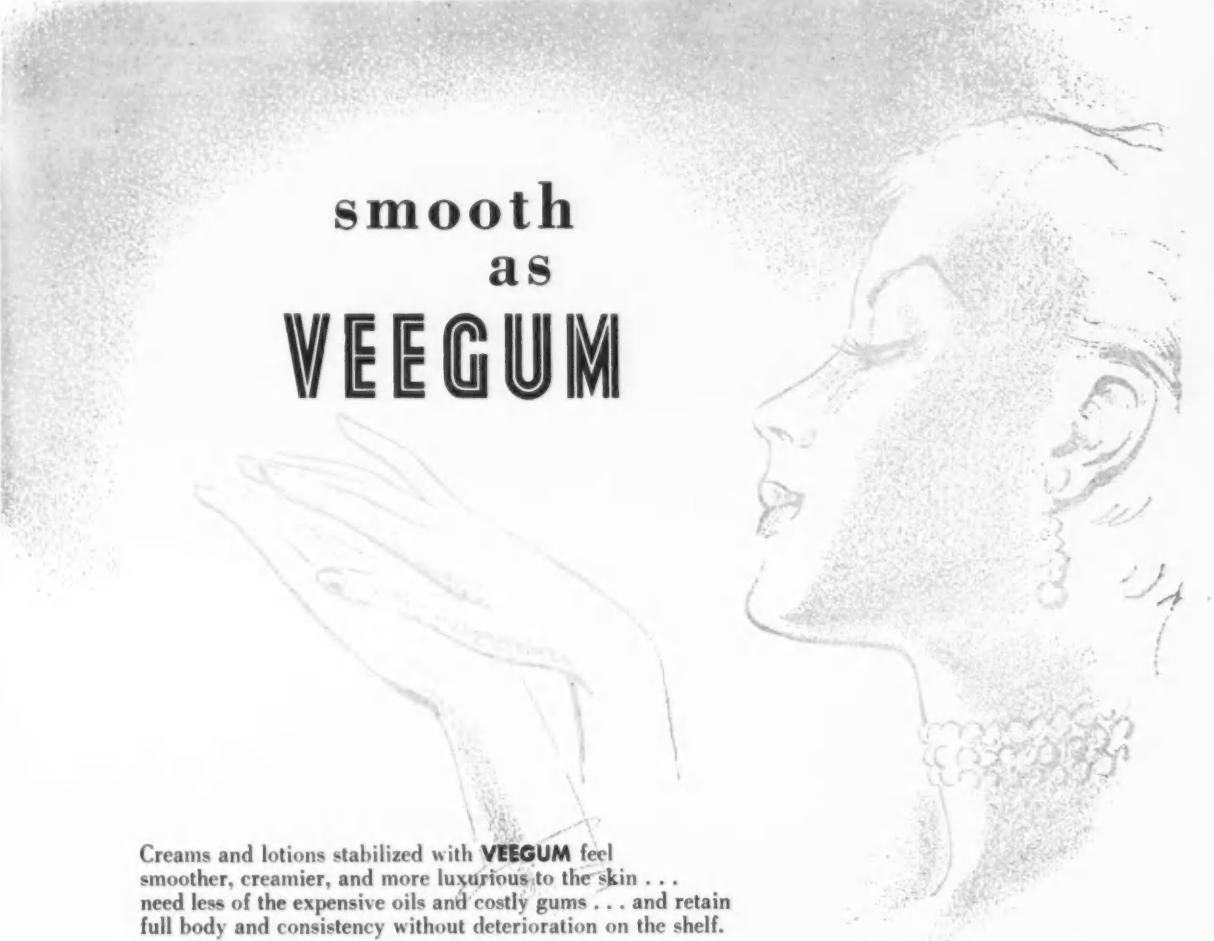
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VEEGUM is a high-purity, inorganic thickener, emulsifier and suspending agent with thixotropic characteristics that make it the ideal conditioner. *Veegum* prevents product thinning, bleeding, and tackiness, even at higher than normal temperatures because it has the unique property of thickening slightly with heat. *Veegum* concentrations (of less than 1%) permanently stabilize many types of emulsions containing oils, fats, and waxes, preventing the phase inversion often encountered in formulations of this type. *Veegum* in aqueous dispersions is compatible with alcohols, polyglycols and similar organic solvents, producing quick-spreading liquids and lotions with superior aging properties, smooth, soft texture, and more attractive appearance.

VEEGUM is a safe, high-quality Vanderbilt product, nontoxic, nonirritating, odorless and tasteless, with an opaque white appearance. It is a complex colloidal magnesium aluminum silicate, developed from natural sources and highly refined under careful laboratory control to assure the highest degree of purity and uniformity. Send today for complete information.



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Three one-day Dorothy Gray training classes for department and drugstore girls in the New York Metropolitan Area were held in October. Sessions were conducted by Ethel Hardy, Dorothy Gray national field training supervisor, and Lola Lawrence, special representative.

Chicago SCC Hears about Future Cosmetic Products

The Chicago Chapter of the Society of Cosmetic Chemists held its annual President's Night meeting on November 13. Guest speaker was George Kolar, president of Kolar Laboratories, whose subject was "Looking into the Future." He predicted what was in store in the

way of coming cosmetic products, and also indicated general trends of the industry.

Mr. Kolar, a graduate of the University of Chicago, joined Kolar Laboratories in 1938, and became president of the company in 1946. He is a past chairman of the Chicago Section of the Society of Cosmetic Chemists and is the president of the National Society this year.

Chas. Pfizer & Co., Inc. Opens New Canadian Plant

A new manufacturing plant was opened at Arnprior, Ontario, Canada, on October 26 by Chas. Pfizer & Co. Inc. In its first phase of operation, the Arnprior plant will package such drugs as Terramycin and the new antibiotic combination, Sigmamycin, for the Canadian market.

Participating in the official ceremonies, the Honorable James McCann, Canadian minister of revenue, scooped up a sample of Arnprior soil with a specially engraved silver trowel. The sample has been sent, along with other packets of earth from each of Canada's provinces, to Pfizer's Brooklyn laboratories where soil from all over the world is screened for antibiotic-producing molds.

The new Pfizer plant is on an 80-acre site in the Arnprior industrial area on the Ottawa River, 40 miles from the Canadian capital. It is one of Pfizer's 17 plants outside the U.S. completed or now under construction. Other plants are scheduled to be opened this year in Chile, Argentina and Japan, and next year in Italy and Turkey.

New Location for Annual DCAT Meeting in 1957

Galen Hall, Wernersville, Pa., has been chosen for the 67th annual meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, to be held September 19-21, 1957.

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we offer you the advantages of experience,
research and facilities associated with a name
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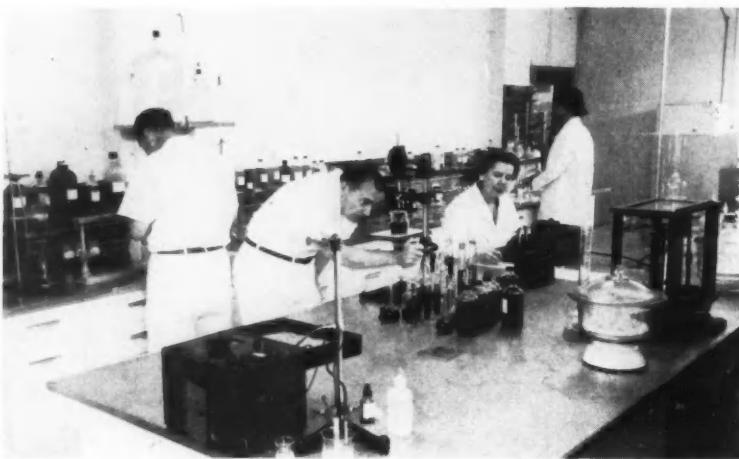
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CHICAGO - A. C. DRURY & CO., Inc. 219 East North Water Street



Newly completed addition to Fries & Fries, Inc. of Cincinnati, Ohio include this analytical and control laboratory. In charge of the new installation is Dr. George Bowden, center.

A. L. Scarbrough Gives Rheology Review for Cosmetic Chemists

A. L. Scarbrough, National Lead Co., gave an interesting illustrated lecture "A Rheology Review for Cosmetic Chemists" at the October 24 meeting of the New York Chapter of the Society of Cosmetic Chemists.

Mr. Scarbrough discussed the several types of flow, Newtonian, plastic, pseudo-plastic and dilatant and spoke of measurement methods and characteristics of each.

He warned of some of the pitfalls of interpretation of rheologic measurements as well as mentioning the pertinence of such measurements to the problems of the cosmetic chemist. His talk was well received and was followed by a lively discussion period.

The meeting was preceded by a cocktail hour and at the conclusion of the dinner Chairman Michael A. Stanton of the Nominating Committee presented a roster of candidates for officers. The election will be by mail ballot.

Exposition Manager for Trade Associations

John W. H. Evans, who has served as managing director of the Store Modernization Institute's five successful national expositions in New York City during the past ten years, is now available as consultant to other trade associations.

Little Lady Toiletries In Joint Promotion

Helene Pessl, Inc., is engaged in a joint promotion with Joseph Love, manufacturer of children's dresses, for its Little Lady Toiletries. The idea features a dress with styling inspired by Little Lady's new Cookies 'n Milk bath set, which is composed of bubble bath in a plastic milk bottle and scalloped colored soaps in cookie shapes.

The scheme is backed with heavy advertising. The two firms say that this is the first time that such a tie-in has taken place between a toiletry house and a children's clothing manufacturer, and that the resources of both firms have been combined in both the merchandising and exploitation fields.

Michigan CAIA has "Old Timers' Night"

The October meeting of the Chemical and Allied Industries Assn. of Michigan was its annual "Old Timers' Night," when tribute was paid to past presidents.

The next meeting of the organization is scheduled for November 26.

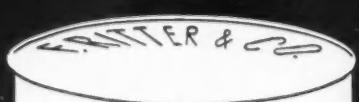


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Samples Cheerfully Submitted.

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For ease of use — For dependable results — For solving difficult problems

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Glyceryl Monostearate—Acid Emulsifying. For anti-perspirant—deodorant creams, lotions and ointments—all greaseless, medicated formulations.

Tegin

Glyceryl Monostearate—Self Emulsifying. For neutral greaseless creams, lotions, ointments, suntan creams.

Tegin 515 . . .

Glyceryl Monostearate—Non Self-Emulsifying. Used in conjunction with auxiliary emulsifiers.

Tegin P

Propylene Glycol Monostearate—Self Emulsifying. For greaseless creams—brushless shave, foundation, suntan: lotions—foundation, suntan, ointments.

Lanolin Absorption Bases

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I am setting a date for you...

so you can talk to many of today's largest
users of AEROSOL packaging

so you can also capture the ear of tomorrow's
largest users.

At the same time, I am also setting the stage...

so your message will carry more weight, more
penetrative power, more "lasting" power.

The time: the January '57 issue of American
Perfumer.

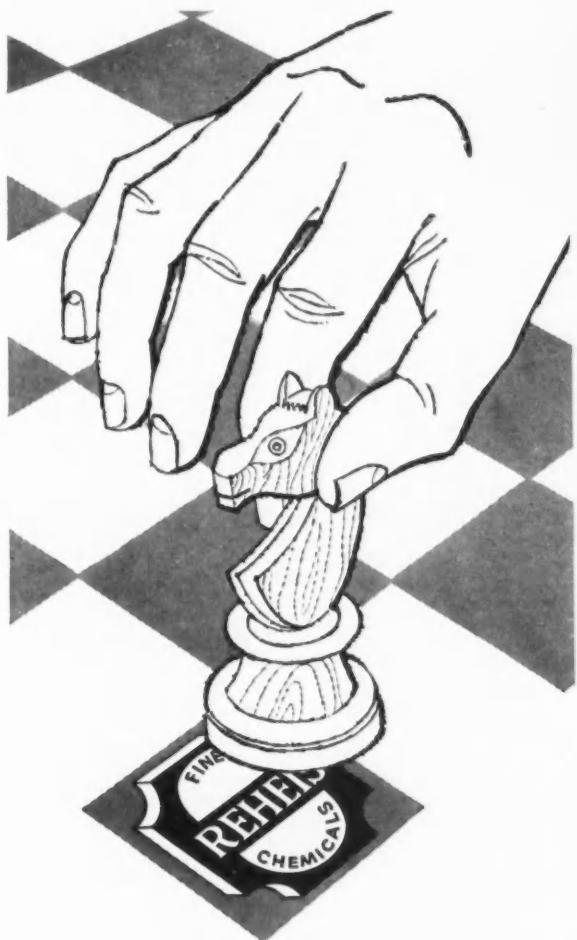
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Sincerely,

John H. Muller
John H. Muller
Advertising Manager

JHM/ma



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Likewise, in pharmaceutical and cosmetic formulation the plan you follow can determine the ultimate result; and the adoption of Reheis fine chemicals can very well be your KEY MOVE in insuring the acceptance of your product.



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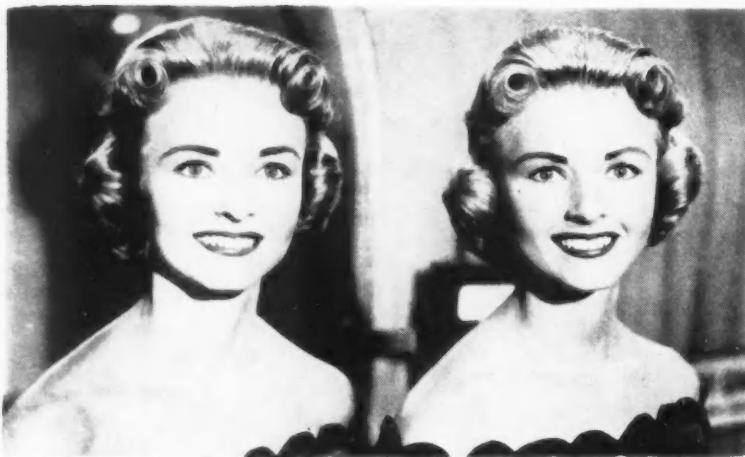
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FINE CHEMICALS PRODUCTS INC.

LODI, NEW JERSEY



After a lapse of 8 years the Toni twins are back. Heading the new Toni Co. campaign are California's attractive Guice twins, Charlotte (left) and Mary Anne. The original "Which Twin Has the Toni?" slogan became one of the most successful in the history of advertising.

5th Chemical Sales Clinic Gives Hints for Selling

The program of the 5th Chemical Sales Clinic, sponsored by the Salesmen's Assn. of the American Chemical Industry, Inc., was devoted to the problems which confront the chemical salesmen. The first speaker was Werner C. Brown, Hercules Powder Co., Inc., whose subject was, "Planning Ahead for Your Sales Day." Only through conscious planning, he declared, can a salesman make fullest use of his most valuable asset—time. He pointed out that of 2,500 working hours every year, the average salesman has at his disposal only about 900 hours, or roughly one-third of that time. A well-planned call, he maintained, should never be made "without thorough knowledge of the customer's past purchasing record, of recent complaints, of special requirements or considerations which must be met."

The second speaker was C. H. Beard, Union Carbide & Carbon Corp., who spoke on "The Traffic Department as an Arm of the Sales Department." He told the chemical salesmen that the handling of transportation problems should be left to experts, and advised them to learn

all they can about the subject but not to try to be traffic managers themselves. He urged them to refer terms and conditions in sales contracts to the traffic manager to find out whether he can operate under them without difficulty.

J. Douglas Kirk, Sales Analysis Institute of Illinois, Inc., spoke on "Creative Ideas for Making a Sale." His view was that if chemical salesmen would learn how to think and talk from the viewpoint of their individual customers, then they would be confronted with fewer sales obstacles. Mr. Kirk felt that among those in the way of sales are customer habits, fear, price, competition, lack of information and difficult personalities.

"Blueprint for Personal Development," was the topic of Francis J. Curtis, Monsanto Chemical Co.

At luncheon the Honorable Carter L. Burgess, Assistant Secretary of Defense, addressed the group on "Defense Needs Technicians Too."

The afternoon session was devoted to three panel discussions on the subjects, "The Supervision of Salesmen without Interference"; "The Value of Communications between Sales and Management"; and "How the Chemical Salesmen Can Improve the Re-seller-Manufacturer Relationship."

Penick Representatives Have a Brainstorm

An innovation at a recent combined sales meeting for the representatives of S. B. Penick & Co. and the New York Quinine and Chemical Works, Inc., was the staging of brainstorming sessions, at which the participants presented their ideas in a spontaneous fashion. One of the most enthusiastic sessions was on the theme, "How can we better serve our customers?"

At the week-long meeting information on products carried by both companies was presented to the representatives in the form of lectures illustrated by charts and films. The program was concluded with an inspection tour of recent installations at the Montville and Newark plants.

Additions to Penick and N. Y. Quinine Staff

Recent additions to the staff of S. B. Penick & Co. and the New York Quinine and Chemical Works, Inc., are:

Newark plant: Peter Trippett, development group; Victor J. Tedeschi, bacteriologist.

Lyndhurst plant: Oleh Sklepokowycz, development section; Calvin R. Paris, analytical control laboratory; and Wissard H. Geist, Jr., industrial engineer.

Jersey City research laboratory: Barrett F. Clarke and Carlo Campanella.

Croda, Inc. Moves Its Sales Offices

To allow for expanded activities in their New York office, Croda Inc. has moved their sales offices to new quarters located at 15 East 26 St., New York 10, N.Y. The telephone number is the same, Murray Hill 3-3089 and 3-3090.

John Dale, Ltd., Acquires Plastic Tube Rights

John Dale, Limited, New Southgate, London, N.11, England, has acquired the rights from Flexipac Limited to manufacture in Great Britain, Canada and Switzerland plastic collapsible tubes under the processes patented in those countries by the latter company.

ESSENTIAL OILS

Boisolene
*** Jasmin de Provence B**
 Muguet Isoflor A

AROMATIC CHEMICALS

Cassie Isoflor
 Jasmin Fleurs D
 Rose Anthosia

PERFUME SPECIALTIES

Honeysuckle #500
 Jonquille Isoflor
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Jasmarome
 Lilas Isoflor B
 Violette de Provence

* JASMIN DE PROVENCE B

An entirely synthetic oil giving perfectly the true perfume of Jasmine.

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Deschlonger
INC.



PERSONALITIES

M. J. "Pete" Niles, manager of the Chicago office of Fritzsche Brothers, Inc., has been promoted to the newly created post of Special Representative for the



M. J. Niles

President, in which capacity he will undertake key assignments directly related to sales. Mr. Niles has had a long record of achievement in the sales division of Fritzsche Brothers, having been with the firm for more than 25 years, first in the Columbus office, later as territorial head in New England with headquarters in Boston, Mass., and for the past eight years manager of the Chicago branch. He has made a host of friends throughout the eastern and mid-western states and knows intimately many of the accounts in these territories. His new offices will be at the company's New York headquarters in the Port Authority Building.

Ambrose Y. Frantz has been named manager of the J. S. Turner White Metal



Ambrose Y. Frantz

Co. of New Brunswick, N. J. in charge of collapsible tube manufacturing operations. He has had twenty-five years of experience in the field.

Sherry D. Stone has been appointed Executive Director of The Fragrance Foundation. Miss Stone, who has been serving as Assistant Executive Director of the organization for the past four years, attended Rutgers University and the American Academy of Dramatic Arts. She came to the Foundation from WAAT-WATV, Newark, N.J., where she had been Women's News Director and Assistant Public Relations Director. In private life Miss Stone is the wife of Norman Krompier, president of Custom Sales Co.

Philip Chaleyer, who recently returned with Mrs. Chaleyer from an extended trip abroad, reports that he visited the Swiss headquarters of Hoffman-La Roche and also while in France visited Louis Borrard for whom he acted as American agent for many years. In Switzerland and France as well as in other countries on the continent he had the pleasure of renewing acquaintances with many old friends.

Foster Dee Snell, president of Foster D. Snell, Inc., was re-elected vice president of the Assn. of Consulting Chemists and Chemical Engineers, Inc., at the annual meeting of the group in October.

Dr. Victor Fourman, Syntomatic Corp., has announced the arrival of Paul David, a grandson, born to Dr. and Mrs. Lee Hammer, October 5.

Francois Goby, director of Tombarel Freres, Grasse, France, arrived in the United States on October 10 on his annual visit to confer with executives of Tombarel Products Corp., New York, and to visit his many friends in the trade.

Leopold Rodes, head of the perfumery department of Colgate International, Sao Paulo, Brazil, has been visiting the home office in New York in the past month.

Henri Robert, perfumer for Chanel, Paris, France, who is well known in this country where he worked for a number of years, was a recent visitor to this country. He left the United States before returning home for a trip to Mexico and Cuba.

Miss Clare Goldberg, secretary to the president of George Lueders & Co., on October 11 became the fifty-eighth member of the firm's Twenty-five Year Club. She received the customary gold pin, emblem of the Club, a gold watch from the firm, and gifts from the personnel.

Mrs. M. F. (Midge) Hawthorne has been named an executive assistant to L. Tracy Sheffield, president of the Sheffield Tube Corp., announces the New London,



Mrs. M. F. Hawthorne

Conn., home office of the collapsible tube manufacturing concern. She is well-known to the firm's many customers throughout the country, and is in charge of handling and scheduling of all orders. She has been with Sheffield for a number of years. Mrs. Hawthorne is a civic-minded person with a past presidency of the New London YWCA to her credit. Her hobby is bowling, and she has captained championship teams of the New London Bowling League, and the Y-Winthrop League.

Michael J. Gluck has been appointed manager of overseas operations for Nuodex Products Co., a division of Heyden Chemical Corp. He was graduated from Lycee Louis-le-Grand, Paris, France,



Michael J. Gluck

with an L.B. degree, and from Lehigh University with a B.S. in chemical engineering. He has the rank of captain in the Chemical Corps, U.S. Army Reserve.

A. Bruce Campbell has been promoted to manager of the eastern sales region of the Lehn & Fink Division, Lehn & Fink Products Corp. He has been with the company since 1939 as a territorial representative. He was formerly with the Andrew Jergens Co.

Frank Reif, general manager of the Soap Division of Colgate-Palmolive Co., has accepted the chairmanship of the Soap Division of the 51st annual fund drive of the Travelers Aid Society of New York.

Pierre Coutin, president of Ph. Chaleyer, Inc., has accepted the chairmanship of the Essential Oils and Extracts Division of the 51st annual fund drive of the Travelers Aid Society of New York.

Simon Askin, president of Heyden Chemical Co., on November 8 addressed a joint meeting of the American Institute of Chemists, New York Chapter, and the Chemical Industry Assn. His subject was "The Chemist, The Industry and National Defense."

Bernard W. Berger is the new district sales manager for Greater New York and New Jersey for Lady Esther, a division of Chemway Corp.

Charles Manz has been promoted to manager of the central sales region of the Lehn & Fink division, Lehn & Fink

Products Corp. The division supervises marketing of Lysol Brand Disinfectant, Etiquet deodorants, and Hinds Honey & Almond Fragrance Cream.

Frederick C. Hitchcock has been appointed to the newly created post of Director of New Products, Warner-Lambert Pharmaceutical Co. He will be responsible for the commercial development and marketing of new proprietary and toiletry products designated for mass distribution.

John Foran, who resigned as marketing director of the toiletries division of Helene Curtis Industries, Inc., has joined the Lever Bros. Co.

Dr. Carl Rehm, Dr. Fred Bartlett and Dr. William Bencze have joined the research department at CIBA Pharmaceutical Products, Inc. as senior chemists.

Louis H. Stein of Atlanta, Ga., is the sales representative in the southeastern states for the Lady Esther division of Chemway Corp. His territory covers North Carolina, South Carolina, Georgia, Florida, Alabama, and Mississippi.

Gustav D. Cederholm has been appointed to the staff of the Ballinger-Meserole Co., physical distribution consultants. He heads the firm's new Prime Distribution Division.

Dr. George F. Reddish, professor of microbiology and public health at the St. Louis College of Pharmacy and Allied Sciences, will receive the 1956 Achievement Award of the Chemical Specialties Manufacturers' Assn. for technical contributions in the fields of public health, disinfection and antisepsis.

Maison G. deNavarre, founder of the Society of Cosmetic Chemists, and Mrs. deNavarre returned November 6 from a six weeks trip to Europe which included visits in London, Paris, Amsterdam, Copenhagen, Frankfurt, Baden-Baden, Basle, Chiasso, Milan, Florence, Rome, Cannes, Grasse, Geneva, Zurich and Karlsruhe. Places of interest in the foregoing cities were visited, and Mr. deNavarre had the opportunity of greeting many of his friends abroad.

H. Schuyler Cole has been made vice president of the toilet goods division of Procter & Gamble Co.

George P. Lerrick, Commissioner of Food and Drugs, was honored by the Food Law Institute recently with a luncheon at the University Club, New York City.

Jean Stevens has been named assistant advertising and promotion manager for Dorothy Gray, Ltd.

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- Job Lots & Slow Moving Merchandise
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We Buy Entire Stocks and Plants

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For the Highest Standard
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Our services encompass not only the supply of perfume and flavor materials but also authoritative counsel for their effective application in perfume, soaps, cosmetics and allied uses. We invite your inquiry.

STANDARD Aromatics, Inc.

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MARKET REPORT



Tendency to Exercise Caution is Noted...

TRADE in essential oils and aromatic chemicals was spotty. Following a rather slow start, volume of sales increased in October, but there was a tendency among buyers to exercise a degree of caution in view of outside influences including the

outcome of the election, new high level of living costs, and the irregular to lower trend in securities. Trade in some of the chemicals was down in volume, especially where buyers had rushed into the market to beat October 1 price advances.

PRICE CHANGES

Advances

	Current	Previous
Tallow, fancy	0.07 1/4	0.07 1/2
Grease, white	0.08 1/4	0.06 3/4
Citronella oil, Formosan	\$1.50	\$1.30
Orange oil, Calif., Exchange Brand	\$1.75	\$1.25
Terpinyl acetate	0.64	0.59
Lime oil, dist.	\$4.00	\$3.80
Rosins, wood, cwt.—		
Window glass	\$8.50	\$8.35
Water white	\$8.65	\$8.50
Cocoa butter	0.53	0.49
Menthol, Brazilian	\$6.50	\$6.25

Declines

	Current	Previous
Copra, coast	\$150.00	\$157.50
Coconut oil, tanks, coast	0.10 3/4	0.11 1/4
Spearmint oil	\$4.35	\$4.50
Peppermint oil, nat.	\$4.75	\$5.00
Glycerin, crude	0.15	0.16
Toluol, 5 to 29 drums, gal.	0.41	0.43
Palmarosa oil	\$8.50	\$9.75

Prices per pound unless otherwise specified.

CALIFORNIAN ORANGE HIGHER—

The price of Exchange Brand California coldpressed orange oil registered an advance of 50 cents per pound to the basis of \$1.75. The advance was announced by Sunkist Growers, Inc., of Ontario, Calif., and its distributors, Fritzche Brothers, Inc., Ungerer & Co., and Dodge & Olcott, Inc. Sunkist Growers reports that over the past year oranges throughout California for processing oil have been short of their normal yield by approximately one-third. The loss of yield has not changed in any way the physical constants or appearance of the coldpressed orange oil. It is believed, however, that future crops will correct the difficulty encountered by nature.

CITRONELLA OILS IRREGULAR—

After declining to \$1.30 per pound, spot prices for Formosan citronella oil turned firmer with sellers generally asking \$1.50 to \$1.80 per pound for spot goods. The rise in spot prices followed closely the trend in shipping prices which jumped from a low point of 78 cents to 90 cents a pound. The firmer trend was said to be due in some measure to a sudden willingness on the part of some ex-

porters in Formosa to buy up contracts that had been made for July shipment.

PINE OIL DERIVATIVES FIRMING—

Terpinyl acetate prices were advanced 5 cents per pound toward the latter part of the period under review. The drum price was moved up to 64 cents and the can price to 69 cents per pound. Some grades of terpineol continued to be quoted at 43 to 45 cents per pound. Because of the firmness in basic material costs, however, other suppliers stated that they were having little difficulty in obtaining 50 cents a pound for their material. The generally strong situation in the derivatives was attributed to the exceedingly tight supply position in turpentine.

LIME OIL IN DEMAND—

The extended period of mild weather was reflected in a good demand for lime oil with the activity being accompanied by a further rise in prices. Spot prices for distilled lime oil were moved up to \$4 to \$4.25 per pound. Close regulations governing the quality of oil exports from Mexico also served to have a strengthening influence on the general tone.

LAVENDER OILS STRONG—

The supply outlook in lavender oils is regarded as strong. In fact some local dealers withdrew all firm offers of lavender oils pending more detailed reports from France. The sudden move on the part of dealers in withdrawing from the market followed advices from the primary center that exporters in France had about doubled their prices because of a poor crop. The severe weather last winter is believed to have cut production.

FURTHER LOSSES IN MINT OILS—

Prices on both spearmint and peppermint lost further ground. While many of the larger consumers have already covered a good portion of their anticipated requirements, the appearance of increasing quantities of poor quality oils served to soften the tone in both articles. The good yield of new crop peppermint in the face of liberal quantities of rather low grade oil is believed to have been caused by an excessive amount of weeds in this year's cuttings. The reduction in spearmint oil is said to have been caused by the increasing flow of oil from second cuttings of this year's crop. Oil from the second cutting, it is explained, does not usually run as high in quality as that distilled from first cuttings.

TOLUOL CUT TWO CENTS—

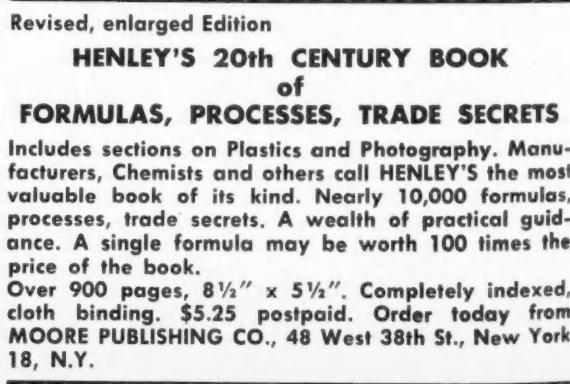
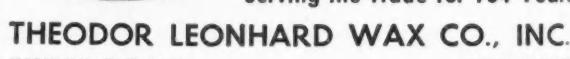
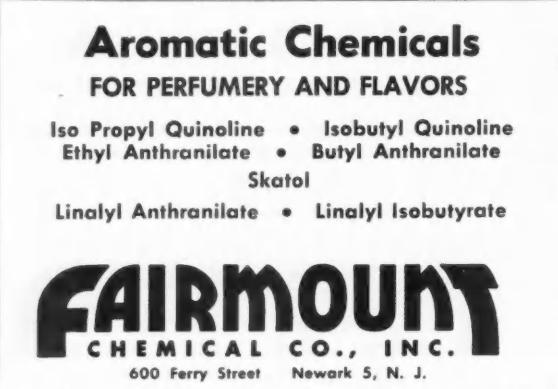
Drum prices for toluol were reduced 2 cents a gallon over the past month in the face of an increasing output by steel plants and a greater flow of material out of Texas by a major petroleum producer. Some producers attributed the reduction to a cut of 2 cents a gallon in the tank-car price by a single producer earlier in the year.

HEAVY TONE IN GLYCERIN—

Despite the late decline of 2 cents a pound in refined prices, the spread between refined glycerin and crude material was again widened when the latter material declined to the basis of 15¢ per pound. Only about a year ago crude glycerin had been selling at 21 1/2¢ per pound. Stocks remain large with the demand for refined material being reported as sluggish.

PALMAROSA DECLINES—

The new crop of palmarosa or Turkish geranium oil is expected to be large this year. Prices have already started to fall in keeping with the sharply reduced prices coming out of the primary market for November shipment. The trend in Bourbon geranium oil continued irregular as the result of a spotty demand.



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Index OF ADVERTISERS

American Aromatics, Inc.	14	Penick & Co., S. B.	—
American Cholesterol Products, Inc.	28-29	Perry Bros.	—
Anderson, Carl N.	77	Pfizer & Co., Inc., Chas.	5
Ansbacher & Siegle	68	Polak's Frutal Works	—
Aromatic Products, Inc.	16	Polak & Schwarz, Inc.	—
Avon Products	61	Protean Chemical Corp.	—
Bertrand Freres	—	Reheis Co.	71
Bios Laboratories, Inc.	74	Rhodia, Inc.	46
Boake, Roberts & Co., Ltd., A.	40	Richford Corp.	31
Bopf-Whittam Corp.	—	Risdon Manufacturing Co., The	—
Bulgarska Rosa	—	Back Cover	—
Bush & Co., Inc., W. J.	1	Ritter & Co., F.	68
Cameo Die & Label Co.	76	Robertet & Co., P.	2
Camilli, Albert & LaLoue, Inc.	78	Roubechez, Inc.	13
Carr-Lowrey Glass Co.	49	Roure-Dupont, Inc.	—
Cavalla, Inc., A.	76	Schimmel & Co., Inc.	—
Chaleyer, Inc., Ph.	64	Scovill Mfg. Co.	—
Charabot & Co., Inc.	—	Seil, Putt & Rusby, Inc.	77
Chiris Co., Inc., Antoine	4	Sheffield Tube Corp.	12
Citrus and Allied Essential Oils Co.	64	Shulton, Inc.	37
Classified Advertisements	77	Sindar Corp.	—
Consolidated Fruit & Jar Co.	76	Snell, Foster D.	77
Continental Can Company—	—	Sonneborn & Sons, Inc., L.	—
Hazel Atlas Glass Division	15	Standard Aromatics, Inc.	74
Continental Filling Corp.	45	Sun Tube Corp.	—
Cosmetics, Inc.	—	Synfleur Scientific Labs, Inc.	59
Croda, Inc.	34	Syntomatic Corp.	62
Descollonges, Inc.	72	Tombarel Products Corp.	67
Distillation Products Industries, Div. of Eastman Kodak	—	Ungerer & Co., Inc.	Inside Front Cover
Dodge & Olcott, Inc.	Inside Back Cover	Universal Outlet Co.	76
Dow Chemical Co., The	—	Van Ameringen-Haebler, Inc.	56-57
Dreyer, Inc., P. R.	55	Vanderbilt Co., R. T.	65
Ertel Engineering Corp.	58	Van Dyk & Company, Inc.	—
Esrolko, Ltd.	—	Verley & Company, Albert	—
Fairmount Chemical Co., Inc.	76	Verona Chemical Co.	35
Felton Chemical Co., Inc.	—	Whittaker, Clark & Daniels	66
		Will & Baumer Candle Co., The	66



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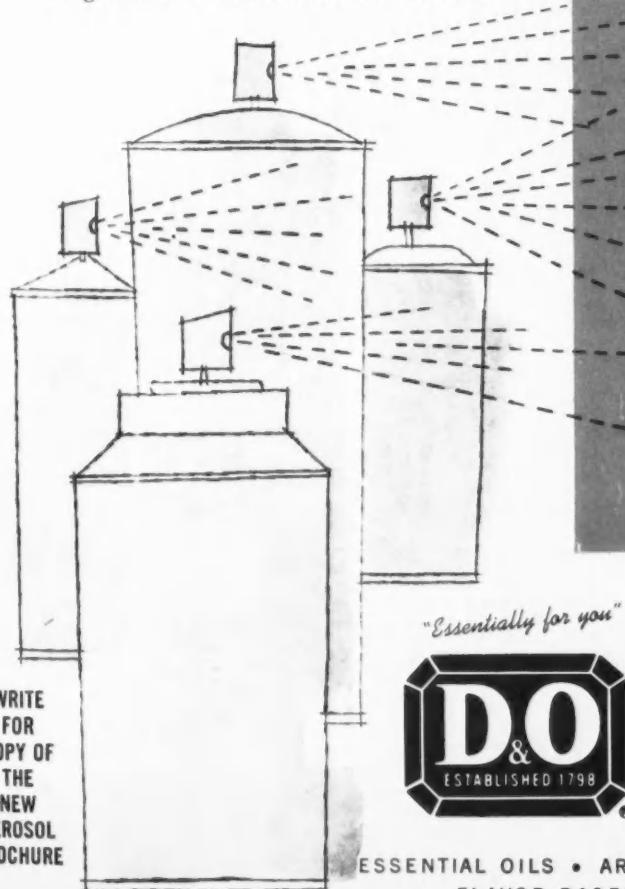
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